

# LIFE



KING OF RUMANIA & HEIR

FEBRUARY 19, 1940

10 CENTS





## *"Don't Cry Mother... It's Only A Program!"*



OF COURSE daughter is wrong. It's not just a program—it's real and the people in it live! Mother's tears and smiles are the natural reaction of one good neighbor to another neighbor's everyday problems.

She shares the heartbreak of a girl who is hundreds of miles away—yes, farther than distance itself, for she lives in the land of make-believe. But it isn't make-believe to this lady because, thanks to the golden tone of her General Electric Radio, every program is close, intimate and personal—an actual visit from the interesting neighbors on the other side of the dial.

What a wonderful thing this radio is! Its magic conjures people, nations, castles and kings right out of the air! It carries you on thrilling journeys to exciting places—brings colorful people to call who become closer

friends than the folks next door. Summons interesting guests whose songs and smiles crowd with pleasure hours that once were empty and lonely for so many of us—brings countless bits of radiant color to weave into the pattern of gray days.

The golden tone of the General Electric Radio affords such realistic reproduction that every word and sound sweeps in with full depth and color. It's almost like another dimension in radio. And, listening to G-E, all barriers of time and space seem to fall away. The unseen curtain of distance is lifted.


Great improvements are constantly being made in G-E Radios. G-E engineers have perfected a new Beam-

a-scope (eliminating aerial and ground wires), a new Dynapower speaker, a new super-powered chassis, a new tone monitor circuit, and other great contributions to finer radio reproduction. These developments mean reception of greater depth and brilliancy of tone—*realism!* All this adds up to greater radio enjoyment—a better seat at the greatest show in the world.

Radio plays such an important part in your daily life that you should enjoy it at its best. You can, for G-E golden-tone radios are priced to fit all purses.

And remember—it ceases to be "*only a program*" when it comes to you via the rich, golden tone of the new General Electric Radio.

# GENERAL ELECTRIC RADIO

LISTEN TO THE GOLDEN  TONE OF GENERAL ELECTRIC





Precious as crown jewels are these accuracy tools to Frank Witczak and Edward Cordray—genial guardians of Studebaker quality for 38 years



Since 1910, Martin Johnson has helped tool the equipment that's produced over two million money-saving Studebakers



### STUDEBAKER BEATS ALL OTHER CARS in America's greatest gas economy contest

Studebaker's three great 1940 cars finished 1-2-3 to defeat all other cars in this year's Gilmore-Yosemite Sweepstakes. The Champion averaged 29.19 miles per gallon, the Commander 24.72 miles per gallon, the President 23.40 miles per gallon under American Automobile Association supervision. Each winning Studebaker was a stock car equipped with Studebaker's low-extra-cost overdrive.



Step out in style in this Studebaker Champion club sedan, \$700 delivered at factory, including planar suspension, non-slam door latches, steering wheel gear shift, inside hood lock, sealed-beam headlamps, shockless steering.

## Let Studebaker's able craftsmen pay you a nice cash bonus

*You net the money in savings on upkeep and in  
a better than average trade-in allowance*

**T**HE day you become the proud owner of a new Studebaker Champion, Commander or President, you step straight into an unexpected gold mine of good fortune.

That's because your beautifully styled new Studebaker is the sound, long-lasting product of 7,700 master craftsmen who pride themselves on saving

hundreds of thousands of dollars every year for Studebaker owners through reduced upkeep costs.

These substantial savings on your Studebaker's maintenance are possible because there are no indifferent transient workmen in the vast, modernly equipped Studebaker plant. The skilled Studebaker artisans are all responsible, solid citizens—permanent residents of their community—averaging 42 years of age—on their Studebaker jobs more than 11 years per man.

And this painstaking, expert craftsmanship again pays you a profit, even after you have driven your Studebaker Champion, Commander or President for years and tens of thousands of miles. Your car is still so sound you get a top trade-in price.

Drive a 1940 Studebaker 10 revealing miles. See how Studebaker's engineering, research and 800-acre, \$1,000,000 proving-ground work for you. Learn why so many thousands of America's most economy-minded motorists are Studebaker owners.

STUDEBAKER PRICES BEGIN AT

**\$660**

for a Studebaker Champion coupe delivered at factory, South Bend, Indiana. See your local Studebaker dealer. Low down payment—easy C.I.T. terms.

This One



DED6-K9F-SXPA





## Better start gargling with Listerine, Mister!

**W**HEN you've got the sniffles, a chill, and your throat feels irritated, it's a sign that germs are probably at work in mouth and throat.

Sometimes they can be killed in sufficient numbers or kept under control so that Nature can halt the infection . . . throw off the cold.

If you have any symptoms of trouble, start gargling with full strength Listerine Antiseptic and keep it up. Countless people say it's a wonderful first aid and 8 years of scientific research back them up. Tests during this period actually showed fewer and milder colds for Listerine Antiseptic users . . . fewer sore throats, too.

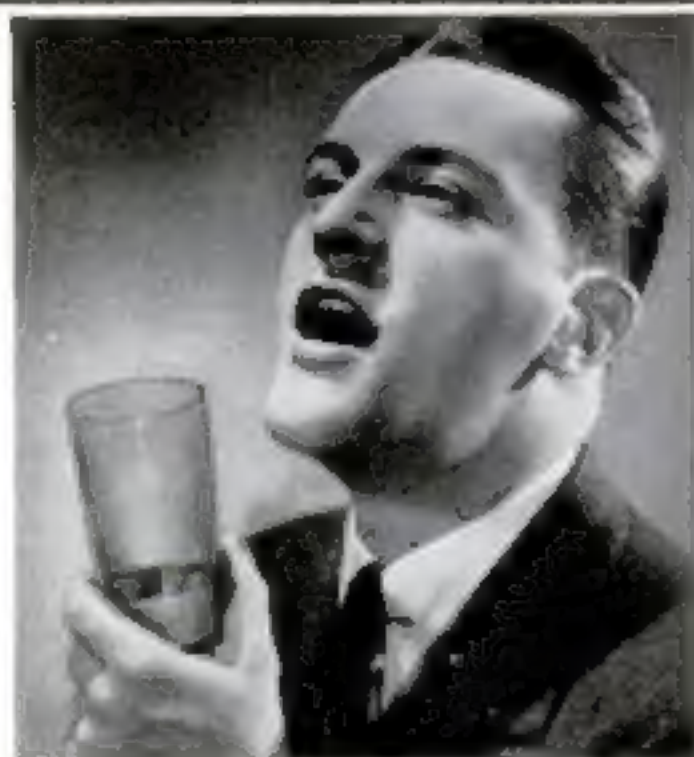
Listerine Antiseptic reaches way back on throat surfaces to kill millions of the secondary invaders—germs that many authorities say help to complicate a cold and make it so troublesome.

Actual tests showed germ reductions on mouth and throat surfaces ranging to 96.7% even 15 minutes after the Listerine Antiseptic gargle. Up to 80% one hour later.

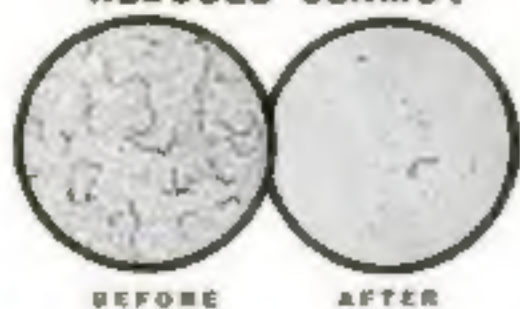
In view of this evidence, don't you think it is a wise precaution to use Listerine Antiseptic systematically during fall, winter, and spring months when colds are a constant menace to the health of the entire family?

LAMBERT PHARMACAL CO., St. Louis, Mo.

## LISTERINE FOR COLDS AND SORE THROAT



### NOTE HOW LISTERINE GARGLE REDUCED GERMS!



The two drawings above illustrate height of range in germ reductions on mouth and throat surfaces in test cases before and after gargling Listerine Antiseptic. Fifteen minutes after gargling, germ reductions up to 96.7% were noted; and even one hour after, germs were still reduced as much as 80%.

## LETTERS TO THE EDITORS

### LIFE Goes to Midyears

Sirs:

I don't know whether you have ever been to Midyears, along with going to Houseparties and noting what Smith girls wear on their heads. But you were dragged into them this year, willy-nilly, and I thought you ought to be allowed to see the result.

I enclose a copy of the Exam question and the winning answer by Jean Kissock, '41, of Laureton N. J.

TERESINA ROWELL, Instructor  
Religion Department  
Smith College  
Northampton, Mass.

Following is the question on the Smith examination:

"LIFE, playing up Quentin Roosevelt and Tibetan Wheels-of-Life, declares: 'To his disciples Buddha taught not a cure of the world's ills but a characteristically Oriental escape from them. . . . The Nirvana which he promised his disciples was merely cessation of life and pain.'"

"Does this seem to you to give a fair idea of the Buddha's teaching?"



JEAN KISSOCK

● Gist of Jean Kissock's answer is that Buddhism preaches "a positive way of life" rather than escape, and that Nirvana is "an actual experience full of joy." LIFE and Miss Kissock could undoubtedly argue these points from now till Nirvana. —ED.

### Hot Shot

Sirs:

Re: Monte Carlo chess game (LIFE, Jan. 29).

Even I know that Techigorin should have played pawn to queen's knight 3 instead of pawn to king 3 as it was played or pawn to king's knight 3 as LIFE, unbelievably, quotes Marshall as advising.

One of two things seems evident. Either LIFE needs a new chess editor or LIFE's editors need a punch in their collective nose.

HAL B. FINNELL

Portland, Ore.  
Jan. 29, 1940

Sirs:

Please, please, PLEASE forgive and forget the letter I wrote you yesterday. Light dawned tonight while I was explaining my brilliance to my wife, who doesn't play chess but who now is determined to learn.

Moral: Don't get too big for your britches and above all don't write letters to editors.

HAL B. (HOT SHOT) FINNELL

Portland, Ore.  
Jan. 30, 1940

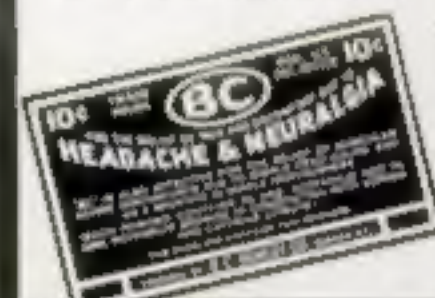
(continued on p. 4)

My advice to the staff is...relieve  
**HEADACHES**  
quickly with "BC"



Executives know that headaches cut down on efficiency. "BC" promptly soothes headaches, relieves neuralgia and muscular pains. For best results use as directed on package and consult a physician when pains persist.

FREE OFFER: For generous free sample write B. C. REMEDY CO., Dept. L-7, 551 Fifth Avenue, N. Y. C.



10¢ and 25¢

TYPE OF THE  
FASTEST-SELLING  
REMEDIES OF ITS  
TYPE IN AMERICA

a Botany Fabric



### A LABEL THAT MEANS GETTING YOUR MONEY'S WORTH

Women who want value when they spend a dollar, look for the Botany Label on their own, their children's and their husband's clothing. They know that the beauty and style appeal of Botany fabrics are backed by woven-in quality and the integrity of one of America's finest All-American mills!

Look for the Botany label in coats, dresses, suits, sweaters, infants' and children's wear

BOTANY WORSTED MILLS

PASSAIC NEW JERSEY



THAT WAS A NASTY BLOW-OUT  
ACCIDENT BACK THERE . . .  
**BLOW-OUTS** ARE THE WORST  
ROAD HAZARD TODAY . . .

DON'T BE SO SURE OF  
THAT . . . I THINK **SKIDS**  
ARE MUCH WORSE  
THAN BLOW-OUTS



# Why Argue? New Goodrich Tire Protects Against **BOTH** Skids and Blow-outs

1 MINUTE TO READ THIS MAY SAVE YOUR LIFE

● Skids! Blow-outs!—both are dangerous—both pack dynamite! That's why "half-way" protection can be as dangerous as none at all.

Yes, and that's all the more reason why you need this new Goodrich Safety Silvertown. Because here at last is a tire that doesn't "specialize" in just one kind of protection but gives you every great life-saving tire feature you can name—real protection against *both* skids and blow-outs in every ounce of cord and rubber.

## Quickest Non-Skid Stops

Way up the list of safety features in this new Silvertown is the Life-Saver Tread—that is specially designed to act on wet roads like a whole *rapid-fire* battery of windshield wipers. It sweeps the water right and left—forces it out through the deep drainage grooves—leaves a track so dry you can actually *light a match* on it! And when a pavement is swept *that* dry, it's easy to understand why this tire will stop you quicker, safer than you've ever stopped before!

And, adding one safety feature to another, this Silvertown gives you the new, improved Golden Ply. By resisting internal heat, this *exclusive* Golden Ply provides scientific protection against high-speed blow-outs.

Don't take chances with either a skid or a blow-out. See your nearest Goodrich Dealer or Goodrich Silvertown Store now about putting Silvertowns on your car—the tire that does "double duty" as a life-saver.



MINIATURE REPRODUCTION OF  
**YOUR NEW 1940  
LICENSE PLATE**  
On a Key Chain

Made of brass with rounded corners. Drive in to your nearest Goodrich Dealer or Goodrich Silvertown Store and ask them to get one for you. No obligation. Only 10 cents to cover cost of handling.



# The new Goodrich SAFETY Silvertown

LIFE-SAVER TREAD SKID PROTECTION  GOLDEN PLY BLOW-OUT PROTECTION





"One more crack about burnt toast, Mr. Smith, and you'll lose a perfectly good wife! What do you expect from an old toaster like ours?"



"We're having toast-trouble at our house. If you've got a toaster that couldn't burn toast on a bet, that's the one for me."



"This ought to solve the problem, dear. The man at the store said: 'After all, you know, there's only one Toastmaster toaster.'"



"John, I can't bear it! You're mild as a lamb every morning. What'll I do, now that we don't have burnt toast any more?"

... It happens in the best-regulated families. But so do birthday and wedding anniversaries, perfect occasions for wishing "Many happy returns of Toastmaster toast!"



**T**HIS handsome *Toastmaster* toaster works like a charm—in more ways than one! The psychology of it is perfect—and so's the *toast*. For this automatic toaster *first* lets you select just the kind of toast you like—Light, Medium, or Dark... then times the toasting to a split second... then pops up the crispy-tender, piping-hot slices... and turns off the cur-

rent! No watching, no turning, no burning—perfect toast every time, for everybody!... The beautiful new 2-slice model, \$16.00; its 1-slice toastmate, only \$9.95. See these finest of toasters, and other *Toastmaster*\* products (\$7.50 to \$23.95), wherever the best electrical appliances are sold.



**TOASTMASTER** *Toaster*

REG. U. S. PAT. OFF.

\*"TOASTMASTER" is a registered trademark of MCGRAW ELECTRIC COMPANY, Toastmaster Products Division, Elgin, Ill. • Copyright 1940, McGraw Electric Company.

## LETTERS TO THE EDITORS (continued)

McNutt

Sirs:

My hat is off to LIFE and to Jack Alexander for the splendid article on Paul V. McNutt (LIFE, Jan. 20).

FRED N. GALLAGHER

San Antonio, Tex.

Sirs:

Paul V. McNutt has been my friend for a number of years and your story is about the most fair and accurate bit of reporting I've read for a long time.

CHARLES P. DUNN

Richmond, Ind.

Sirs:

Thanks for putting your finger on my instinctive distrust of "phony New Dealer Paul McNutt."

ELIZABETH A. SHAW

Hollywood, Calif.

Sirs:

We Democrats are more than grateful for your generosity in devoting so much space to our friend, and we consider it an excellent job of news reporting.

HAROLD SALTER, Chairman

Wayne County Democratic Central Committee  
Richmond, Ind.

Sirs:

I was sent to interview Mr. and Mrs. McNutt following his election as Governor of Indiana. Mr. McNutt was looking over the 600 telegrams he had received the night before, as Mrs. McNutt told the story of their courtship.

He met her at a country-club dance in 1918 on his first evening in military service at San Antonio, Tex. Always the super-salesman, he proposed to her and was accepted within three weeks—and married her within three months!

Mrs. McNutt explained that he didn't bring her a ring when he proposed because "he wasn't going to invest in it until he got an answer."

YETIVE BROWNE

Chicago, Ill.

Sirs:

At Indiana University Paul V. McNutt's chief rival in campus politics "was an undergraduate named Wendell Willkie, who was leader of the non-fraternity or barbarian faction" (LIFE, Jan. 20).

Beta Theta Pi's McNutt learned early that the best way to handle opposition is to get it on your side. Willkie joined the Betas his senior year and graduated with Brother McNutt in 1913. They are warm friends today.

Either McNutt or Utilities-Man Willkie for President will suit Betas fine. McNutt vs. Willkie is a rushing chairman's dream.

S. Y. CALDWELL  
Vanderbilt '32

Nashville, Tenn.

Mydans' Finland

Sirs:

I've just read the Jan. 20 issue of LIFE, and must say that Carl Mydans' article on the Russo-Finnish War was one of the finest pieces of journalism I've ever read, and the photographs were superb.

GEORGE R. GANS

Brooklyn, N.Y.

Thwahggs

Sirs:

I wish to advise all potential advertisers that LIFE will deliver 5,000%.

Some months ago you published my letter regarding the establishment of THWAHGG (To Hell With Adolf Hitler—Goebbels—Göring), an international, dues-less organization in which members are required, at every opportunity, to mildly rib the antics of certain European jumping jacks.

The response, which included mail from a half-dozen foreign countries and many points in the U. S., brought me to

continued on p. 6

## BEST FOODS MUSTARD WITH HORSERADISH



Puts more "wow" in the flavor of SPARERIBS!



In fact, serve Best Foods Mustard-with-Horseradish wherever you formerly used ordinary mustard. See how exciting it tastes! Inexpensive, too! Why not try it for a change? All good food stores now have this thrilling new kind of mustard.



## Know the NEW Words

dust bowl—pickaback plane  
photo finish—pocket battleship  
swing music—periscope—hydroponics  
and hundreds more!



...they are all in the New Merriam-Webster!

NO need to argue—or to guess—or to do without the information you want, whether it concerns new words, or any other subject in any field of knowledge. Have the New Merriam-Webster at hand to answer questions. The unabridged Webster's New International Dictionary, Second Edition, is completely up to date, bearing a 1939 copyright. At bookdealers, stationers, or write for free illustrated booklet to G. & C. Merriam Co., Dept. 366, Springfield, Mass.



LOOK FOR THE CIRCULAR TRADE-MARK—It identifies the genuine Webster—the Merriam-Webster

**WEBSTER'S NEW INTERNATIONAL DICTIONARY** Second Edition



# WHY-THAT'S ME THEY'RE TALKING ABOUT!



LOCAL STORES NOW FEATURING  
**EXTRA STRONG**  
**EXTRA BEAUTIFUL**  
**SAMSON CARD TABLES**

Don't Let Them Talk About You! Discard "Social Blunder" Card Tables! Leading Stores from Coast-to-Coast Join Hands in

## Nation-Wide Selling! SAMSON CARD TABLES

De Luxe QUALITY

AT ONLY  
**\$2.98**  
EACH  
Slightly higher at distant points

AND YOU GET YOUR CHOICE OF THESE \$1 VALUE GIFTS INCLUDED!



LOOK at your card tables right now. Are they as smart and fresh and attractive as your other furnishings? Are they "social blunders"... wobbly, shabby, dirty? Go to your Samson dealer and see how gorgeous these new De Luxe models are... see the many new designs and colors... the strong construction... the amazing value! You'll want several... for cards, play room, kitchen, porch, etc.

### ORDER BY NUMBER

No. 196 Imitation wood effect. Stimulates Blue and Green Walnut and Oriental Lacquerwood.  
No. 779 Reproduces grain effects of rare Hawaiian wood design.  
No. 798 Burl woodgrain effect, water lily motif.  
No. 745 Ivory Samsonoides (leaved border in bas relief).  
No. 765 Two-toned ivory center simulating embossed Russian velvet grain. Walnut effect border. No. 761 Green center. No. 763 Maroon center. No. 762 Brown center.

WITH EACH TABLE... choice of Fireside Screen Stand or 2 Coaster Ash Trays! \$1 Values!



## SAMSON CARD TABLES AND CHAIRS

MAIL ORDERS FILLED If your dealer isn't supplied, send \$2.98 plus 35c postage and packing, specify model number and gift desired, we'll ship anywhere in U. S. A. (When ordering chairs, specify color.)  
SHWAYDER BROTHERS, INC. • DEPT. B-12 • DENVER, COLORADO • DETROIT, MICHIGAN

EXTRA STURDY—EXTRA COMFORTABLE SAMSON FOLDING CHAIRS. Smooth tubular steel frame! Covered padded seat! Form-fitting back! Easy, silent folding! For all utility purposes. Ivory, brown, maroon, green... to match tables. Great values! **\$2.98**

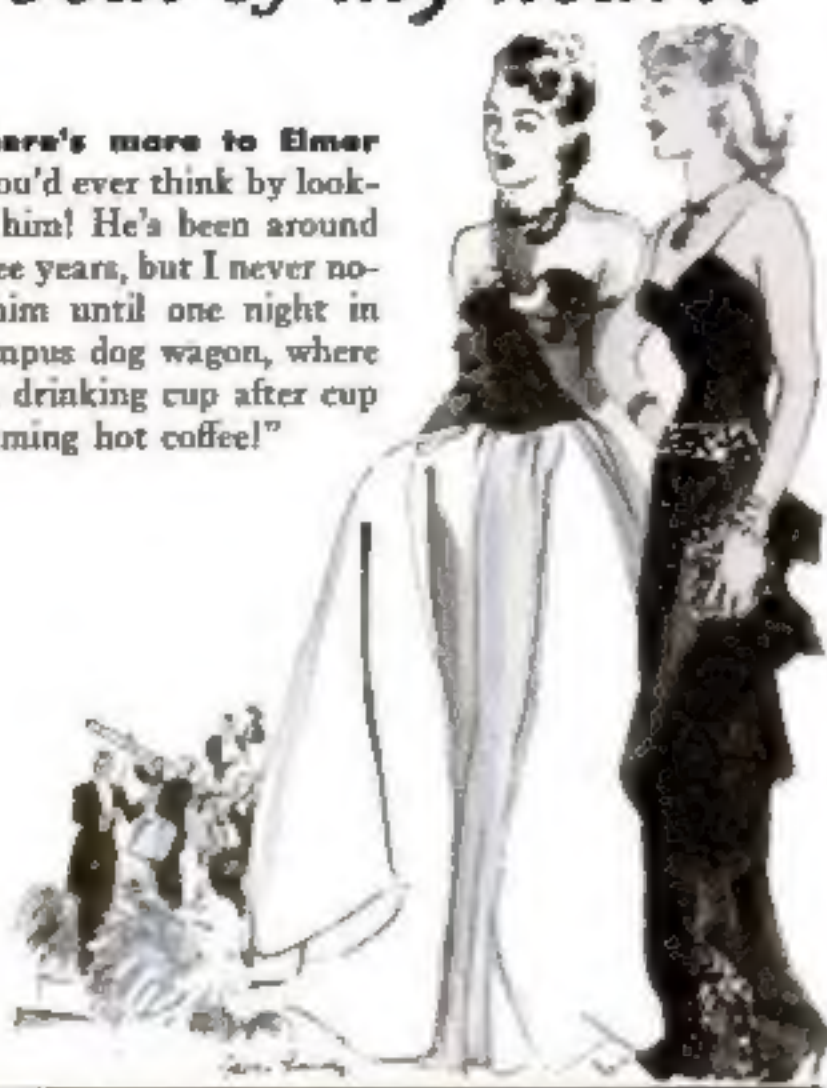
These are just a few of the many designs—see the complete line at your dealer's.



# "Girls—meet the beat of my heart!"



1. "There's more to Elmer than you'd ever think by looking at him! He's been around for three years, but I never noticed him until one night in the campus dog wagon, where he was drinking cup after cup of steaming hot coffee!"



Copyright, 1940, General Foods Corp.



2. "If only I were able to do that! I blurted, overcome with envy. 'How I'd love a cup!' Elmer, thinking I was broke, slapped down a nickel and said: 'Coffee for the lady!' 'No,' I objected. 'You don't understand!'"



3. "I have exams tomorrow, and I must get my sleep," I explained. "I adore coffee, but if I touch it, I shan't sleep a wink and my brain will be fuzzy! How can you drink so much... or do you like to stay awake?"



4. "I drink Sanka Coffee," said my surprising Elmer. "A delightful brew, but it's 97% caffeine-free and can't keep you awake! Try it!" Girls, I couldn't resist—and that Sanka tasted so heavenly, I had two cups!"



5. "The Council on Foods of the American Medical Association," Elmer told me, "says that Sanka Coffee is free from caffeine effect and can be used when other coffee has been forbidden." "Imagine knowing that!" I cooed."



6. "My dears, I slept... and I mean, I slept! Woke up feeling glorious, and I fairly sailed through those exams! When Elmer asked me to the Junior Prom, I said: 'Yes!'...for, girls, give me a man with brains!"



## SANKA COFFEE

REAL COFFEE...97% CAFFEIN-FREE...DRINK IT AND SLEEP

TUNE IN "WE, THE PEOPLE"... laughs, pathos, thrills, drama, as real people tell true experiences!—Tuesday evening—Columbia network—9 o'clock E.S.T. and P.S.T., 8 C.S.T., and 7 M.S.T.

NOW SELLING AT THE LOWEST PRICE IN HISTORY!

## LETTERS TO THE EDITORS (continued)

the brink of collapse. Letters poured in so thick and fast that our home bulged and finally split wide open. I finished hasty repairs just as the afternoon mail delivery was made and the house busted again. Repair—bust—repair—bust.

PAUL K. CHAPPLE  
International Head Cheese  
Ashland, Wis.

P. S. I forgot to say that our name is THWAHGGG now. Joseph S. was added by popular demand.

### Dutch East Indies

Sirs:

In five minutes of leisurely enjoyment of Horace Bristol's pictures in your Jan. 22 issue, I, to whom the Dutch Indies has been a spot on our map, am almost overpowered with a wanderlust to visit this land with its intriguing industrial and social life.

HULDA MCGINN  
San Francisco, Calif.

Sirs:

Your story is as inviting to the student of Javanese history as it is to the pupil who is just beginning to locate the islands for the first time on the map in his fourth-grade geography.

GEORGE C. MULLANY  
Director of Publications  
San Francisco Public Schools  
San Francisco, Calif.

Sirs:

Enclosed you will find a picture (see cut) of LIFE Photographer Horace Bristol snapping the picture of juvenile



BRISTOL & DANCERS

Ball dancers that appeared on the cover of LIFE. I happened to be living in Bali when Bristol passed through taking pictures for LIFE.

WILLIAM VERITY  
Middleton, Ohio

Sirs:

You say, "The rice fields of Java feed all the Indies." This has aroused a terrible doubt in my mind and I would like to know which to believe, LIFE or the University of Michigan Geography Department.

In our studies of Java we were informed that not only does Java not raise enough rice to export to the other islands, but must actually import it from Burma to support her own people. This is due to the increased population made possible by the Dutch with their sanitation and other modern methods of improving and preserving life. It is also due to the introduction of crops for export, such as the cinchona (quinine) tree, coffee, sugar, tea and rubber.

I would certainly like to know which to believe—LIFE or the Geography lecturer at the University.

RUSSELL N. CAREY  
University of Michigan  
Ann Arbor, Mich.

● If the Geography Department is correctly quoted, it is wrong. Java exports rice to the other Indies. LIFE did not mean to imply, however, that the Indies depend exclusively on Java for rice. The Indies as a whole are rice importers.—ED.

(continued on p. 8)

**GENEVA FORGE Cutlery**

Why...oh why!...pay 50¢ for a paring knife?

Now you can get high quality Geneva Forge Cutlery at dime store prices—compare them with the much-higher-priced knives you've been buying. Geneva Forge produces millions of these knives by new processes—in such large quantities that our profit-per-knife is small, our volume tremendous. Ask at your dime or hardware store for Geneva Forge Knives (see the Geneva Forge emblem with stars on the blade) and you'll never go back to ordinary cutlery.

Geneva Forge blades are furnace-hardened and drawn-tempered stainless steel. Imported Cocobolo handles are "non-staining". Paring knives 10¢ to 25¢. Butchers and slicers 25¢ to 50¢.

**GENEVA FORGE, INC.**  
1948 N. Cicero Ave.  
Chicago

**10¢ GENEVA FORGE Cutlery**

"DRIVE DULL CARE AWAY!"

## CLOTHESPIN NOSE

Cold make breathing difficult? Nose feel "clamped in a clothespin?" Put a Luden's in your mouth. As it dissolves it releases cool menthol vapor—which, with every breath, helps relieve clogged nasal passages, unclamp "clothespin nose!"



COPR. 1940, LUDEN'S, INC.

## For WELL-GROOMED NAILS!

The Wigger File has Triple-Cut Teeth. Stays sharp, does not grate, leaves nails smooth. It's a new cleaner. Guards skin. At drug, and 10-cent stores.

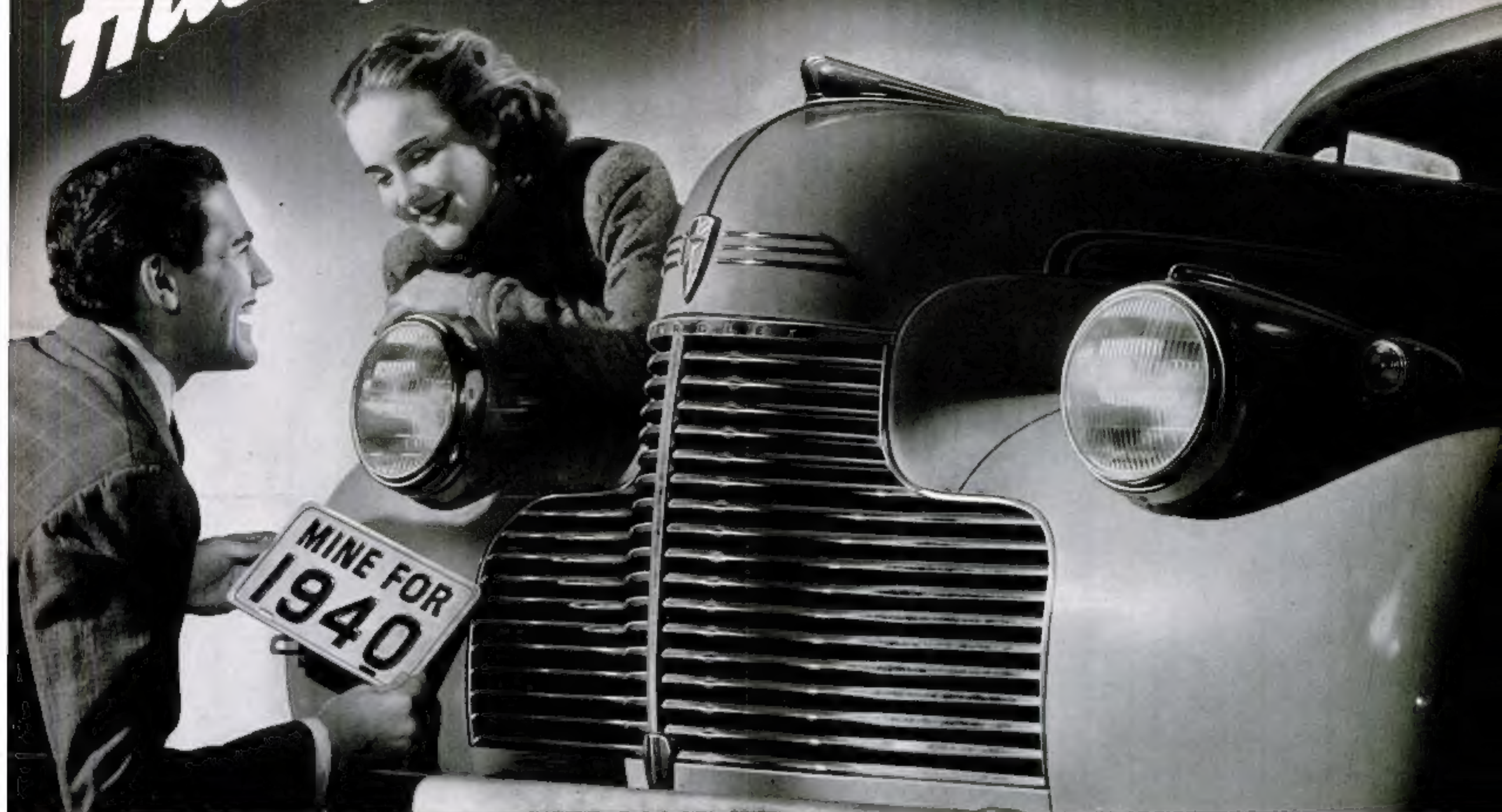
**Wigger** quality costs no more

MADE IN U.S.A. 10¢

WIGGER NAIL FILES • TWEEZERS • NAIL CLIPS • SCISSORS



# Hitch your license to a star!



## ★ STAR FOR STYLING

**Eye It...**

Feast your eyes on the smooth-flowing lines and contours of this best-selling Chevrolet for '40, with new "Royal Clipper" Styling. Note that it's the *longest* of all lowest-priced cars, measuring 181 inches from front of grille to rear of body.

Observe the new and larger interior, the full 3-passenger front seat, the completely equipped instrument panel, the greatly increased vision, the rich appointments and *many items of de luxe equipment at no extra cost*, in the beautifully tailored Body by Fisher.

Yes, eye it and convince yourself that it's the "*star for styling*"—the true beauty and luxury leader among all cars in its price range!

## ★ STAR FOR PERFORMANCE

**Try It...**

Sink down into that luxuriously comfortable front seat and start Chevrolet's Super-Silent Valve-in-Head Engine. Just *touch* the Exclusive Vacuum-Power Shift and feel the hidden power cylinder supply 80% of the shifting effort *automatically*, as no other steering column gearshift can do.

Step on the throttle and see how Chevrolet *out-accelerates* all other low-priced cars. Head for the steepest hill you know and watch it *out-climb* all the others, too. And relax in luxury as you enjoy "The Ride Royal"†—the smoothest, safest ride known.

Yes, *try it* and then you'll know Chevrolet's the "*star for performance*" among all economy cars!

## ★ STAR FOR VALUE

**Buy It...**

Go into conference with your Chevrolet dealer and learn how *very little* it will cost you to buy a new Chevrolet for '40 with your present car in trade. . . . Consider its low price, low operating cost, low upkeep *and high quality*, and order one right away! . . . Yes, *buy it*, and you'll own the "*star for value*," because "Chevrolet's **FIRST Again!**"

CHEVROLET MOTOR DIVISION  
General Motors Sales Corporation, DETROIT, MICHIGAN

**85-H.P. VALVE-IN-HEAD SIX**

**\$659**

**AND UP**, at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A General Motors Value.

†On Special De Luxe and Master De Luxe Series.

# "Chevrolet's **FIRST Again!**"



Copyrighted material



**Heavy Date**  
...BUT LOOK AT MY NOSE!



GRACIOUS, HELEN  
YOUR NOSE IS RED  
AS A STOPLIGHT!  
WHAT'S WRONG?

THAT'S WHAT A COLD  
DOES TO ME...  
RAW RED NOSE AND  
DOZENS OF HANKIES  
TO WASH.

SILLY! DON'T YOU KNOW  
KLEENEX TISSUES ARE  
SOFT AND EASY ON YOUR  
NOSE DURING COLD?  
KLEENEX ENDS WASH-  
ING, TOO!

I'LL TRY ANYTHING...  
WHY I'LL DIE  
IF I'M NOT AT MY  
BEST FOR PROM!

PROM NIGHT

...AND WHAT  
REALLY GOT ME,  
HELEN, WAS YOUR  
CUTE PUG-NOSE.

YOU MEAN I WON  
BY A NOSE.

THANKS TO  
SOFT, SOOTHING  
KLEENEX!

• During colds especially, Kleenex soothes your nose, saves money, reduces handkerchief washing. Use each tissue once—then destroy, germs and all.

Adopt the habit of using Kleenex in the Serv-a-Tissue box that ends waste and mess...now both 500-sheet and 200-sheet Kleenex come in the Serv-a-Tissue box. Keep one box in every room in your home, one in your office, another in your car.

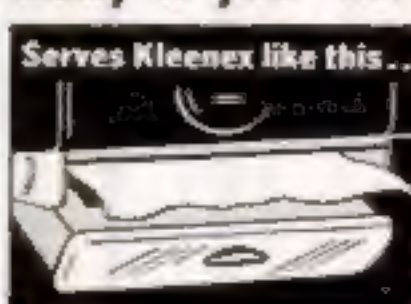
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## LETTERS TO THE EDITORS

(continued)

Earl Long Says

Sirs:

Do you want to know the truth about the Louisiana Governor's race? If you do here it is. Gallup showed Long 34%, Jones 34%. Official returns show Long got 42%—226,000, Jones 28%—154,000 [in the primaries]. In this week's issue (Jan. 29) you say that on Gallup's circulation Long will get 42% in the run-off and Jones 58%. We have 173,000 to scrap over, of which Long will get over 60%. Wouldn't you as an intelligent magazine figure that Long will get a few of these votes?

Right up above your prediction you say that Jones got 140,000 and Long 205,000, which you obtained before the returns were complete. Morrison refuses to endorse anyone but said emphatically that he was against Jones. He got 50,000, Moseley got 7,000. He says he is going fishing. Noe, who came out for Jones, stated in 40 speeches before the election that 75% of his votes would go to Long. If you are honest and not trying to black-guard or hit below the belt like most of the Louisiana dailies, make this correction in your next issue. Thanks for being honest.

EARL K. LONG, present  
Governor, next governor  
of Louisiana by 100,000  
votes.

Baton Rouge, La.

Sirs:

That was a first-rate article on Louisiana politics.

If Earl Long thinks the people want him for Governor, rather than Sam Jones, his state can best be described as analogous to the apparent condition of Miss Turner's confused and weary dog on the Jan. 29 cover of LIFE.

WM. B. MONROE JR.

New Orleans, La.

Pound of Cocoa

Sirs:

In your issue of Jan. 15 there was an article on the Inland Waterway from New York to Miami. Well, well, lo and behold, if LIFE didn't leave Cocoa, one of the finest little municipalities along the east coast of Florida, off the waterways map. Why, not only is our excellent dock (which can care for yachts up to 150 ft. in length) free, but the harbor master meets all of the boats that tie up here and presents the parties aboard with some of the finest citrus fruit in the world, picked from our Indian River groves for the purpose. This thriving little municipality has the only name of its kind in the world. Just address a letter to me as follows: "One Pound, Cocoa, U.S.A." and the letter will reach me just as if you had addressed it in the usual way. There's a real story back of the name "Cocoa, Florida," but you wouldn't be interested.

JOHN W. POUND  
Associate Editor

Cocoa Tribune  
Cocoa, Fla.

• LIFE addressed a telegram to "One Pound, Cocoa, U. S. A.," received a prompt reply. The story behind Cocoa is that the first settlement there was a store, kept by an Indian-Negro woman on the bank of the Indian River. To attract customers she tacked a big Baker's Cocoa box-top to her store, and boatmen told each other to stop at the Cocoa sign. In 1884, when the settlement grew large enough to have a postoffice, the U. S. Government made the name Cocoa official. —ED.

## ★★★ HENNESSY COGNAC BRANDY



"You should have joined us last night," said Mr. Pickwick to his new acquaintances, Bob Sawyer and Mr. Benjamin Allen. "So we should have," replied Bob Sawyer, "but the brandy was too good to leave in a hurry."

Dickens' devoted followers affirm that his unique gift for story telling has never been matched. The connoisseur of brandy will likewise attest that the quality, bouquet and "clean" taste of Three-Star Hennessy are incomparable. It is the preferred brandy everywhere... for liqueur... for mixing.

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★ BOUQUET  
★ CLEAN TASTE



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# SPEAKING OF PICTURES . .



**Troubled mother** of a large family of migrant Oklahoma sharecroppers, this woman was found by Author Steinbeck and Photographer Bristol in a California fruit-pickers' camp. Her great yearning was to keep

MOVIE



her harassed family together, to buy for \$10 the flimsy shack before which she posed. She is the perfect prototype of Ma Joad, the heroic mother in *The Grapes of Wrath*, acted in the movie by Jane Darwell (above).

**M**artin Quigley is a trade-paper publisher who for years has belabored the U.S. cinema industry with one idea. This idea is that movies should be pure entertainment, should have no truck with social, political or economic concepts. In his *Motion Picture Herald* and *Motion Picture Daily* he has insisted that film makers are showmen, must never be teachers or reformers. Since Mr. Quigley co-authored the Hays code and supports the powerful Catholic Legion of Decency, his idea has, in the minds of many, been a ponderable factor in keeping movies trivial and unadult.

Thus warfare of Quigley vs. sociological films has broken out anew with the screening of John Steinbeck's *The Grapes of Wrath* (LIFE, Jan. 22). In *Motion Picture Daily* of Jan. 25, Mr. Quigley called the Darryl Zanuck movie "a drab depiction . . . told against a chaotic jumble of philosophic and sociological suggestion," "a demagogic preachment," "a mistake . . . in its selection as material for the screen."

To Author Steinbeck's and Producer Zanuck's defense rushed critics, columnists and editors who have



**A battered jalopy** is home for this wandering family, just arrived in a California pea-picking camp where, handbills told them, "they's good wages" Below, in an equally battered old car, the movie Joads pull out of a West Coast Hooverville. If anything, Zanuck's Okies are somewhat better equipped, better dressed than the originals.

MOVIE



**A tattered tent** is shelter for these Okie children photographed by LIFE in 1938. In the movie scene (below) the children are out of camera range, staring with wolfish eyes as the Joads eat their evening stew. Steinbeck's original LIFE caption read: "We got to have a house when the rains come. . . . Just to keep the little fellas off'n the ground"

MOVIE





... THESE BY LIFE

# PROVE FACTS IN "GRAPES OF WRATH"

acclaimed *The Grapes of Wrath* "a masterpiece," "a work of genius," "a great American motion picture." In the *New York Times*, Frank S. Nugent deplored Mr. Quigley's belief "that the motion picture must hide its head like an ostrich to be monarch of all it surveys." In the *New York Post*, Ernest L. Meyer feared Mr. Quigley would leave for the films only fairy tales, mysteries, thin men, gangsters, gunmen and "the two Mickeys, Rooney and Mouse." In *Boxoffice*, rival trade paper edited by Maurice ("Red") Kann, appeared the best retort: a page of stills from *The Grapes of Wrath* matched picture for picture with genuine "Okie" photographs published in LIFE, June 5, 1939.

These photographs, here republished, were taken by LIFE Photographer Horace Bristol in March 1938, when he and Author Steinbeck toured the Okie camps in search of material for a picture book and a story for LIFE. The picture book was dropped to make way for a best-selling novel called *The Grapes of Wrath*. Never before had the facts behind a great work of fiction been so carefully researched by the newscamera.

LIFE



Questioning son of uprooted Dust Bowl victims is this sturdy young man found chopping wood in a California Okie camp. He suggests Tom Joad, acted by Henry Fonda (right) in Darryl Zanuck's movie. To

MOVIE



Author Steinbeck he said: "The whole thing's nuts. There's work to do and people to do it, but them two can't get together. There's food to eat and people to eat it, and them two can't get together neither."

LIFE

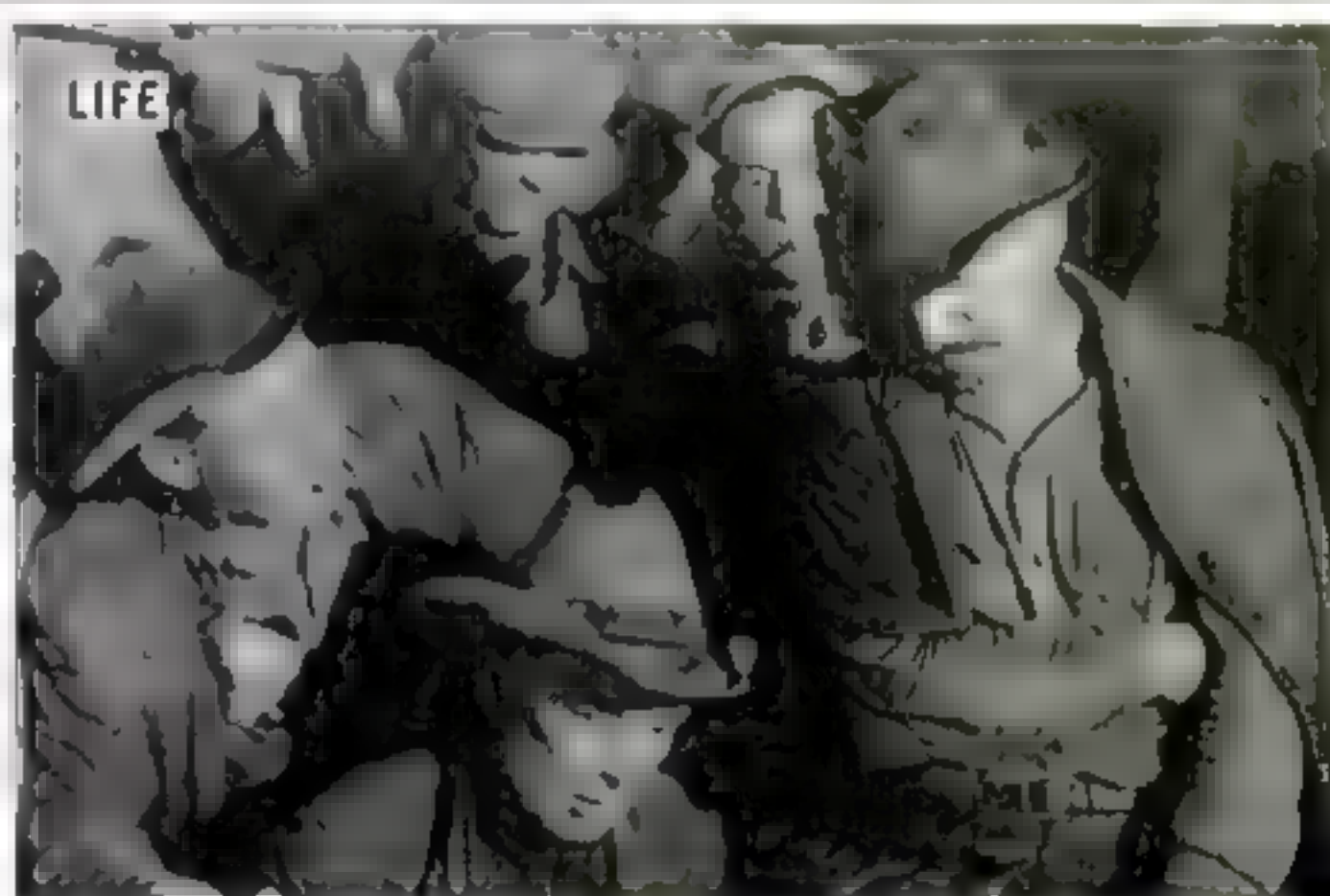


A typical Okie camp is this huddle of tents and shacks between mud puddles. The Okie Hooverville (below) into which the movie Joads ride, after emerging from the desert journey into the promised land of California, is a trifle more substantial. Photographer Bristol has more than 300 negatives of similar Okie communities in California.

MOVIE



LIFE



Farmers without land are these grim Western men whose faces and stories suggested the characters of *The Grapes of Wrath*. The man in the ten-gallon hat might easily be Pa Joad. Zanuck's Okies (below) are somewhat more tidy as they hold a committee meeting in the Government camp to devise means of protection against attacks by vigilantes.

MOVIE







“Don’t tell me you’ve  
come all the way *TODAY!*”

Sure—miles aren’t what they used to be.  
But when you breeze by them in a Ford  
V-8, you mind them less than ever!

Towns way ahead on the map suddenly  
appear outside the window. You look at  
your watch. It’s time you were tired—but  
*you’re not!* . . . There are good reasons why.

You’ve been *resting* on deep, “floating-

edge” cushions—with generous room all  
around—while long, soft springs and  
double-acting shock absorbers blot out the  
bumps beneath you.

You’ve been *relaxed* in comforting quiet  
—in fresh air without drafts—with  
the confidence born of those eight  
smooth cylinders up under the hood.

Whatever you want in a motor car—  
beauty, bigness, power, economy—you’ll  
find in the 1940 Ford V-8. But as much  
or more than anything else, *you’ll like the  
buoyant, restful way it rides!*

# FORD V-8



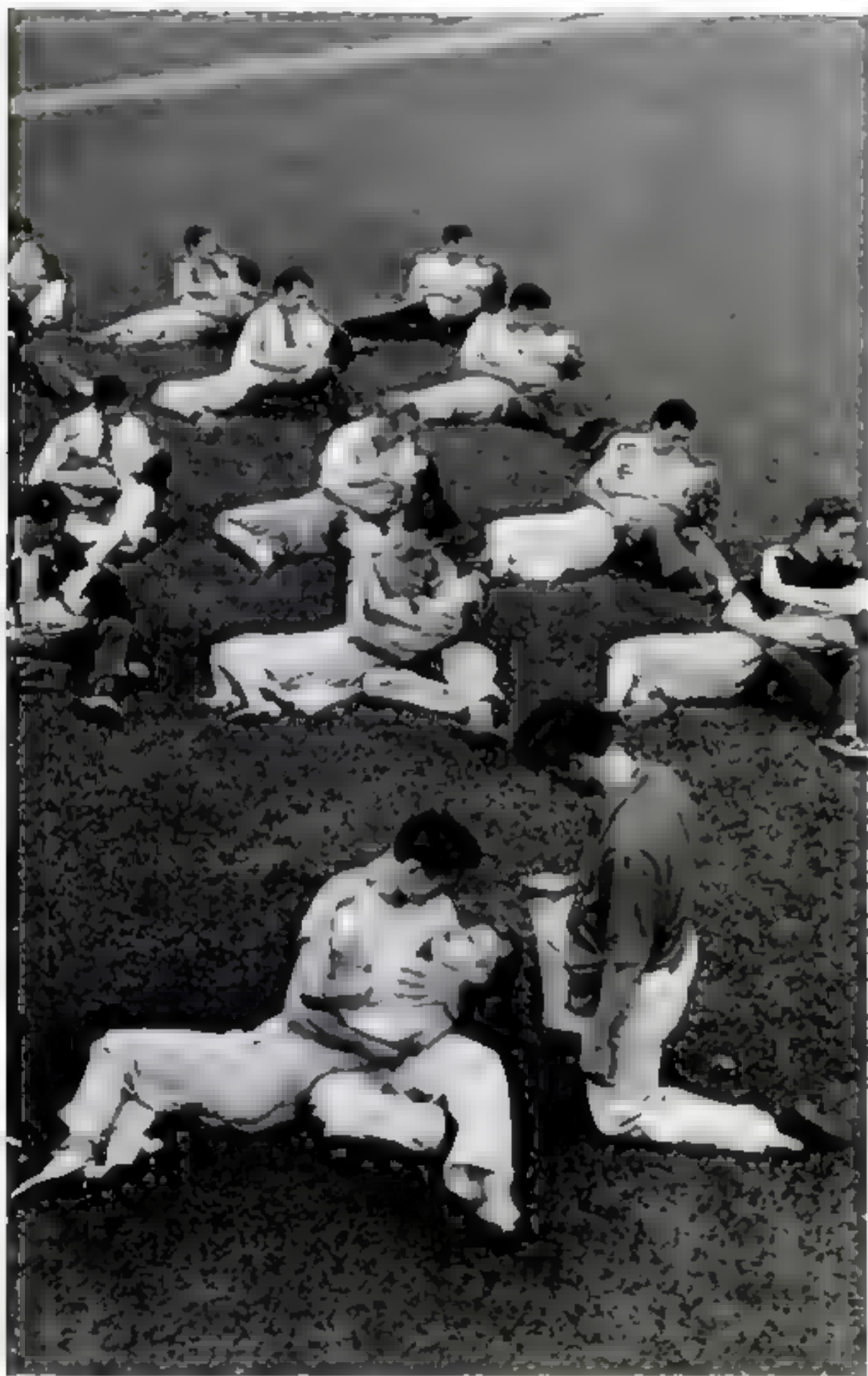
**INSIDE INFORMATION!** Fine tailoring and careful color har-  
mony make miles more pleasant. Handsome two-tone  
instrument panel. Graceful two-spoke steering wheel (with  
Finger-Tip Gearshift just under it). New Controlled Ven-  
tilation. More room and more quiet all through the car.





# SPEAKING OF PICTURES

(continued)



"How to make love is taught at Harter Theatre in Virginia" was the caption of this photograph when first published in LIFE, July 31, 1939. The opening page of a picture essay on summer theaters, it so impressed Universal's Producer Joe Pasternak that he duplicated it for Deanna Durbin's new movie, which is to be released March 22 (see below). Other movies have similarly used original LIFE research.



"It's A Date" is title of new Deanna Durbin movie, which uses this scene taken from LIFE Photographer George Karger's summer-theater photograph. In foreground is Deanna with her new juvenile lead, Lewis Howard, who played a feature part with her in *First Love*. Deanna acts the part of aspiring young actress who gets her initial training in a summer theater like one of those shown in the LIFE essay.

## I JUST WATCH THE BOYS GO BY!



AND THEY CERTAINLY WHIZ BY ME FAST, BETH! HONESTLY, I CAN'T REMEMBER WHEN I'VE HAD MORE THAN ONE DATE WITH THE SAME BOY!



JANE, THE ONLY REASON YOU GET THE BIG FREEZE IS--WELL, IT'S BECAUSE OF YOUR BREATH! WHAT YOU NEED IS A GOOD LONG TALK WITH YOUR DENTIST!

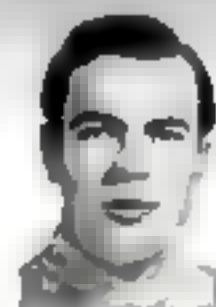


JANE TAKES THE HINT!

TESTS SHOW THAT MUCH BAD BREATH COMES FROM DECAYING FOOD PARTICLES AND STAGNANT SALIVA AROUND TEETH THAT AREN'T CLEANED PROPERLY. I RECOMMEND COLGATE DENTAL CREAM. ITS SPECIAL PENETRATING FOAM REMOVES THESE ODOR-BREEDING DEPOSITS. AND THAT'S WHY...



COLGATE'S COMBATS BAD BREATH ...MAKES TEETH SPARKLE!



"Colgate's special penetrating foam gets into the hidden crevices between your teeth...helps your toothbrush clean

out decaying food particles and stop the stagnant saliva odors that cause much bad breath. And Colgate's safe polishing agent makes teeth naturally bright and sparkling! Always use Colgate Dental Cream—regularly and frequently. No other dentifrice is exactly like it."

LATER—THANKS TO COLGATE DENTAL CREAM

LISTEN, FELLOWS! JANE'S MY GIRL, AND I'M NOT IN THE MOOD FOR HAVING YOU PIRATES AROUND--SO SCRAM!



NO BAD BREATH BEHIND HER SPARKLING SMILE!



LARGE SIZE 20¢  
GIANT SIZE 35¢  
OVER TWICE AS MUCH

BAD BREATH KEEPS ROMANCE AWAY! PLAY SAFE! USE COLGATE'S TWICE A DAY!







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## LIFE'S PICTURES



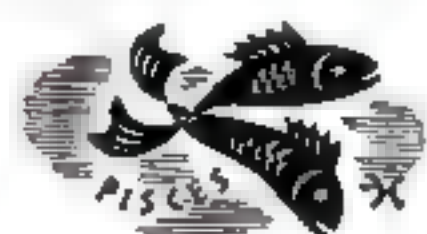
A superb job of reporting Rumania (see pp. 66-71) in pictures and facts was turned in by LIFE's Photographer Margaret Bourke-White and TIME's Newsmen Walter Graebner, here shown at a Bucharest New Year's Eve party given by the American military attaché in Rumania. Miss Bourke-White's corsage is made of flash bulbs and a ruff of LIFE pages. Graebner pasted up his dress clothes with such legends as "Man of the Year Walter Graebner." On their trips through Rumania, they were always accompanied by an Army officer who tried to convince local garrison commanders that they had permission to take pictures. One officer got back an unimportant negative on the plea that he would be shot if it were printed. It showed only a headquarters building on the Danube. They found the Rumanians remarkably calm.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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11—HORACE BRISTOL, 20TH CENTURY-FOX—HORACE BRISTOL, 20TH CENTURY-FOX—HORACE BRISTOL, 20TH CENTURY-FOX  
13—KARGER-PIX UNIVERSAL PICTURES  
14—PHOTO GLOBE  
17, 18—ROBERT CAPA  
19—ROBERT CAPA c/o bol. FI PATHE NEWS  
20, 21—ROBERT CAPA  
22—HERBERT GEHR INT—ACME, W. W.—ACME  
23—W. EUGENE SMITH from B. S.  
24—BRITISH COMBING  
25—T. C. 1940 F. WINANS, ACME—bol. MACREEN KING NORRIS-COOKER NEWS, BLYTHEVILLE, ARK  
26—ARTHUR COOK—MOVIE-TONE NEWS—ACME, INT., W. W.  
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32, 33—FERNAND BOURGEOIS  
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66—MARGARET BOURKE-WHITE  
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Astrologists say people born between Feb. 19 and March 21 are very patient.

That's fine. But don't wait too patiently for that Hamilton you've always wanted. Ask for it—this birthday!

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Only TWO DROPS of this eye specialist's formula are needed to SOOTHE and REFRESH dull, tired eyes... Its special EXCLUSIVE ingredient quickly CLEARS eyes red and inflamed \*(from late hours, fatigue, driving, overindulgence, etc.).



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**LIFE'S COVER.** The picture of the Rumanian King and Prince was taken on a sunny November day by LIFE's Photographer John Phillips, whose Close-up on King Carol appears on pp. 72-80. The King had taken Phillips into the garden behind his palace in Bucharest to get a picture. There he saw his son Mihai, and the two posed together. The King's manner toward his son was that of an affectionate elder brother. He asked shrewd questions about the synchronizer Phillips used with his camera. For Rumania's current troubles, see pp. 66-71.

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## Trouble at the Opera



**THE STAR:** No, I *won't* see the reporters! Last night's papers said I sang like a crow! Throw 'em out!



**THE MAID:** Better Madame should throw out those harsh cathartics she always takes. Why not try that crisp American breakfast food—KELLOGG'S ALL-BRAN? They say it makes you "regular" without regrets. Tomorrow I give you some for breakfast.



**THE STAR:** And just to think I may correct my trouble with a delicious food!  
**THE MAID:** It's a particular kind of food called "bulk" that ALL-BRAN contains. You probably haven't had enough of it. If so, ALL-BRAN will go to the cause of the trouble. Eat it every day, and drink plenty of water.



**THE MAID:** (sometime later) Since Madame joined the "regulars," she is the critics' pet!  
**THE STAR:** Thanks to you, Marie, and your wonderful KELLOGG'S ALL-BRAN.

Join the "Regulars" with  
**KELLOGG'S ALL-BRAN**

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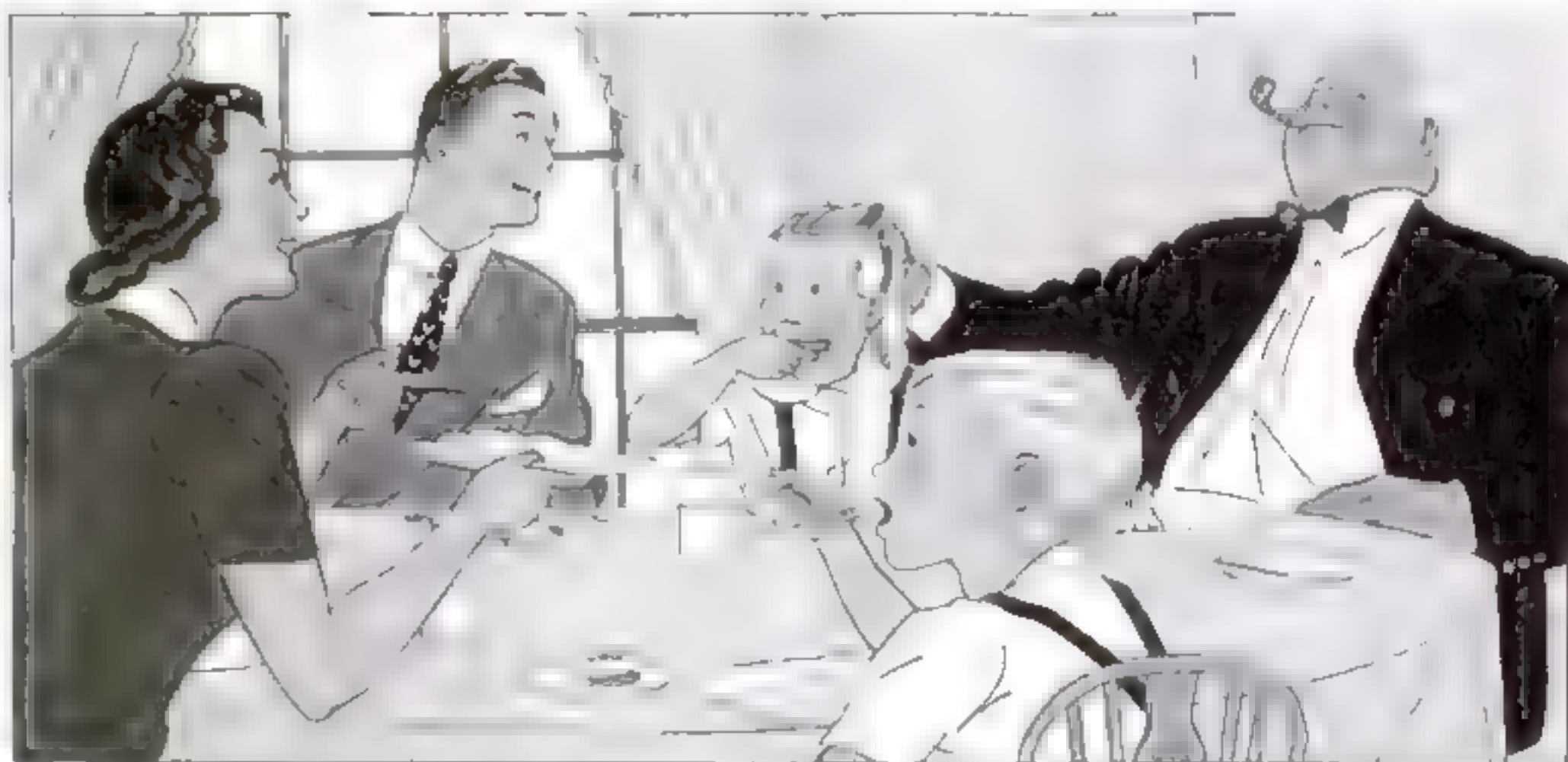
# So the Captain stopped his pining



1. When Alice's father quit the sea, he came to live with us in Chicago. And, of all the things he missed, I think he pined most for the fresh-from-the-ocean tang of a Boston shore dinner. That set Alice scheming . . .



2. So, one night, she casually served haddock for dinner. You should have seen the Captain eat! He didn't even talk till he'd finished. "Flakiest haddock I ever tasted!" he boomed, finally. "Really fresh-tasting . . . and me 1,000 miles from home. How come, lass?"



3. "It's this way, Dad," Alice replied. "They're Birds Eye Haddock Fillets . . . the plumpest haddock the ocean holds—quick-frozen within 4 hours after the trawlers dock. This miracle process seals in all their ocean-fresh flavor . . . keeps it in till they're served. Even way out here in Chicago!"

4. "Gosh!" the Captain grunted. "Sounds mighty expensive." Alice shook her head. "Not at all!" she explained. "I'd have to buy 3 lbs. of uncleaned market fish to get the 1 lb. of trimmed haddock I buy . . . and serve . . . the Birds Eye way. Without slaving over them, too . . . not that my slaving fazes you, but . . ."



5. "But it does!" the old boy broke in, eyes twinkling. "If haddock like these are easy to fix, maybe we'll have them often." Alice went hum one better: "Next time," she promised, "you'll get a complete shore dinner . . . the Birds Eye kind—every bite Birds Eye from oysters to dessert!" (The Captain isn't pining any more.)



6. Where can you buy these luscious foods? . . . You may not always find a Birds Eye dealer right around the corner. For all stores do not yet have these grand foods. But it will be worth your while to look for one. Finding it, can bring you the food thrill of your life. Remember, Birds Eye represents only the top quality in quick-frozen foods. Therefore, be sure you look for the Birds Eye in the window, and the Birds Eye on the package.

## Here are a few of these wonderful foods:

Ocean-fresh Cod	Tender Green or Wax Beans
Fancy Bluepoint Oysters	Baby Green Lima
Salmon Steaks (1" thick)	Juicy, Red Strawberries
Plump, meaty Halibut	Chopped Steak (not ground)
Cod Corn, farm-fresh	Broilers, (with more white meat)

And there are more than 50 others—all cleaned, trimmed, ready to cook or serve. Get a box today!

## FARM-FRESH FOODS—IN PACKAGES

If you don't know where to buy Birds Eye Foods—or want more information about them, just write Frosted Food Sales Corp., 250 Park Ave., New York, N. Y.

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## TAFT STUMPS FLORIDA FOR PRESIDENTIAL NOMINATION WITH LIFE PHOTOGRAPHER

**O**n Feb. 5 the Democrats picked the place—Chicago—but not the date for their 1940 national convention. Republicans planned to name both place and date at their national committee meeting in Washington on Feb. 16. As the finish lines drew in sight, the pace quickened in the twin marathons in which a score of ambitious men are plodding and jockeying for the great prize of a nomination for the Presidency of the United States.

Most citizens are only vaguely aware of the enormous amount of effort and money that must ordinarily be expended in a bid for a Presidential nomination. For most Americans last week, Senator Robert Alphonso Taft's trip to Florida on Feb. 2-4 meant only a good laugh in the movies as they saw Ohio's solemn G.O.P. Presidential favorite, performing for the newsreels, nearly topple over after a mighty swing at a golf ball on a Miami course. To show its readers all the other things that a would-be President has to do and have done to him, LIFE sent Photographer Robert Capa of Spanish Civil War fame along on Candidate Taft's Florida swing.

Nomination campaign strategies vary, of course, according to the candidates' theories, temperaments and qualifications. Thus far, Michigan's veteran Vandenberg seems content to rest on his record while keeping himself in the public eye with an occasional well-timed speech or action, mostly in the Senate. New York's young Dewey, while doing considerable traveling to let the country get a look at him, appears to be putting his chief dependence on the radio and is careful not to bore the voters by speaking too often. Ohio's Taft, on the other hand, goes in for old-fashioned stumping—the time-tested way to get delegates. Apparently determined to visit every State, speak to everybody who will listen to him and shake every hand stretched out to him, he has traveled some 30,000 miles and made 40 major speeches in 28 States during the past five months. Also unlike Mr. Dewey, he commits himself bluntly on specific issues, and a favorite sales point of his managers is: "You know where he stands." They claim he already has 300 delegates in his pocket, out of the 501 needed for the nomination.

Republican Taft had two good reasons for going to overwhelmingly Democratic Florida: 1) The State sends twelve delegates to the Republican national convention. 2) Tens of thousands of politicians and other well-to-do folk from all over the country, who would carry the Taft gospel home with them if favorably impressed, are now giving Florida its greatest tourist boom in years. A fortnight of careful planning, arranging and publicizing preceded the trip: by Republican National Committeeman J. Leonard Replogle of Palm Beach, by local Republican leaders, by Candidate Taft's campaign manager David S. Ingalls and subsidiary assistant managers, advance men, publicity advisers and press agents. To see how it all worked out in a hectic 48 hours, turn the page.



Mr. Taft dislikes dancing, and as a shy President's son used to dislike being photographed. Now toughened in politics, he

willingly obliged with Mrs. Taft when photographers called for a dancing picture at Miami's swank Indian Creek Club.



## IN 48 HOURS CANDIDATE TAFT AND HIS WIFE GIVE FLORIDA SIX



**1** En route, Senator and Mrs. Taft work on their speech notes and drafts. An able and energetic speaker, Mrs. Taft often "fusses with" her husband's speeches, never lets him see hers.



**2** Arriving in St. Petersburg about 2.30 p.m., Tafts proceed to Soreno Hotel where 5,000 people line up to shake their hands. Soreno gave them free rooms for sake of publicity.



**3** "I voted for your father" is a frequent remark of St. Petersburg oldsters to grinning, arm-pumping Bob Taft. Above: Jacob Lusch, 85, hopes he will live to vote for Bob, too.



**4** While her husband retires to his room to chat with visitors, Mrs. Taft speaks to an audience that overflows the ballroom.



**5** Mrs. Taft, getting started, wags the St. Petersburg ladies with her sallies at the New Deal. Sample: "We prosecute Communists for not having a passport, yet we keep Communists on the nation's payroll."



**6** Mrs. Taft thumbs Republican County Chairman Merle Rudy & wife into the Taft suite for a conference. Later, the Tafts pose for Chamber of Commerce publicity pictures on the waterfront.



**7** Editor Neeson Poynter of the St. Petersburg Times interviews the candidate over Station WTSP. "This weather," says Taft, "seems the most ideal winter climate that anyone could hope to find."



**8** In Times office, Tafts stop to pose on bench labeled THE BENCH THAT MADE ST. PETERSBURG FAMOUS. Oldsters' mecca, city is littered with benches for sunning.



**9** After the radio interview, the Tafts hurry to the St. Petersburg Tourist Center for a meeting of the Ohio Tourist Society, where both make little talks.



# SPEECHES, TWO RADIO INTERVIEWS AND 15,000 HANDSHAKES



**10** The Tafts shake hundreds of Ohio hands, including Ruth Fambauer's (above), get memberships in Tourist Society. They left Williams Park for speech.



**11** Masterstroke was getting permission for Negroes to enter the city's white section after dark, to hear speech, for first time in history. None came, but U. S. Negro papers repined.



**12** Listeners huddle well against cold snap. Taft warns an audience of 10,000, mostly retired oldsters, that income from savings will continue to shrink under the New Deal.



**13** Overnight sleeper hop brings Taft party to Miami. The candidate, after "fishing" for newsreels (see next pages) speaks at lunch of Dade County Republican Club at Columbus Hotel.



**14** After lunch Candidate Taft shakes the visitors' hands. William Gordon (above), grizzled citrus farmer who migrated from Ohio some 40 years ago, says: "I vote Socialist every chance I get."



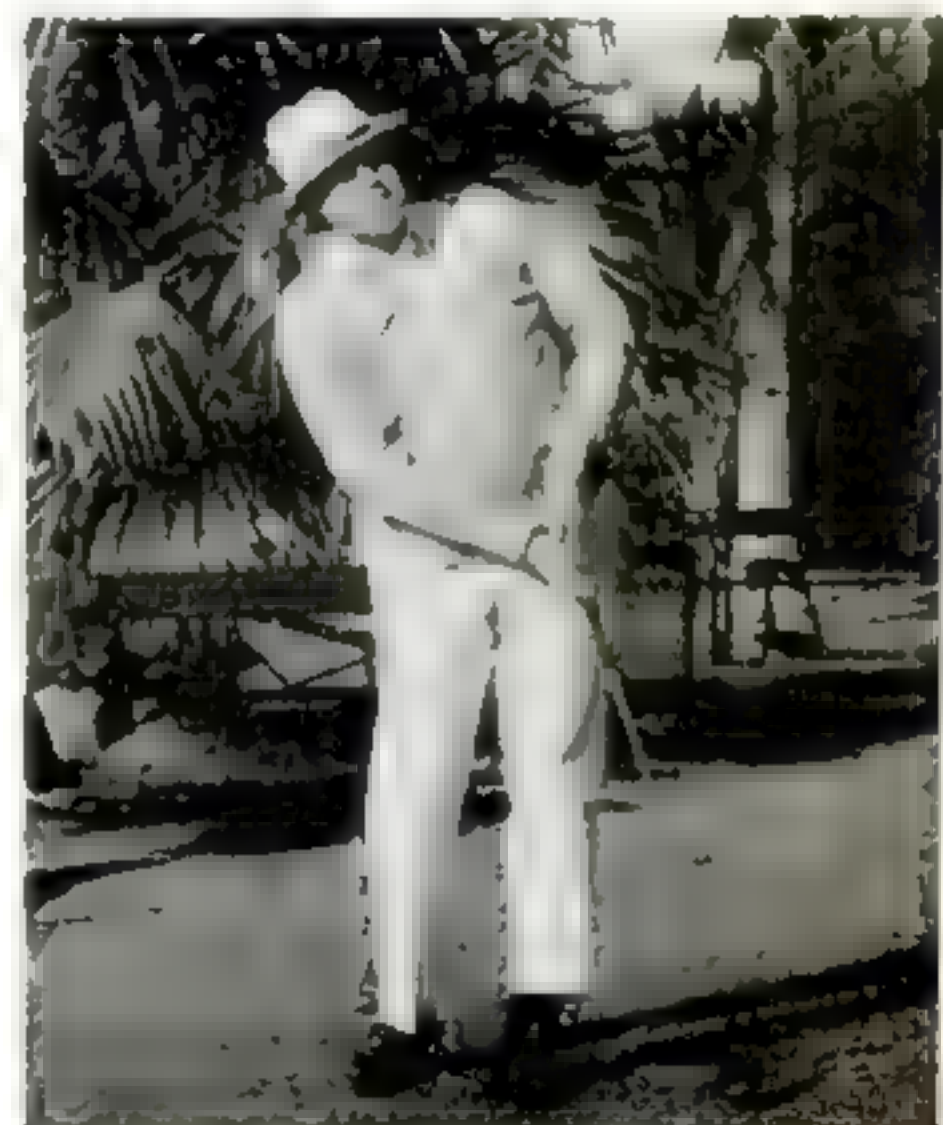
**15** Taft makes side trip to the Everglades Hotel to greet A. F. of L. President William Green, shake his hand seven times for news cameras.



**16** The candidate proceeds to "Taft Day" at Hialeah Park, sees a Robert Taft Special race won by The Chief, makes no bets, poses with binoculars while the track is empty.



**17** Following races, an Indian Creek Club cocktail party, and a radio interview, Taft addresses 4,000 in Bayfront Park while Miami's Democratic Mayor Sewell huddles against the cold weather in an overcoat (right).



**18** Next morning comes golf for the newsreels, a lunch at Palm Beach's swank Bath & Tennis Club, then back to Washington.





MR. TAFT APPEARED AT THE DOCK IN HIS STORE CLOTHES, WAS HANDED A JOCKEY CAP



REFUSING CAP, HE WAS PERSUADED TO SHED HIS COAT AND PULL ON AN OLD SWEATER



BEFORE PUSHING OFF, THE CANDIDATE KISSES HIS WIFE GOODBY WHILE CAMERAS GRIND

## MR. TAFT "CATCHES" A DEAD SAILFISH

Millions of Americans at the movies last week saw how weathered Candidate Taft, in the newsreels, put out in a Miami fishing boat, pull in and proudly pose with a 40-lb. sailfish while the announcer squealed: "And he's got it too! It's a BEAUTIFUL specimen, a real prize!" The pictures on these pages show what really happened.

As it happens, Candidate Taft actually likes to fish, but that fact was



CANDIDATE TAFT GIVES THE CAMERAS A FAREWELL WAVE AND GRIN WHILE HIS BOAT



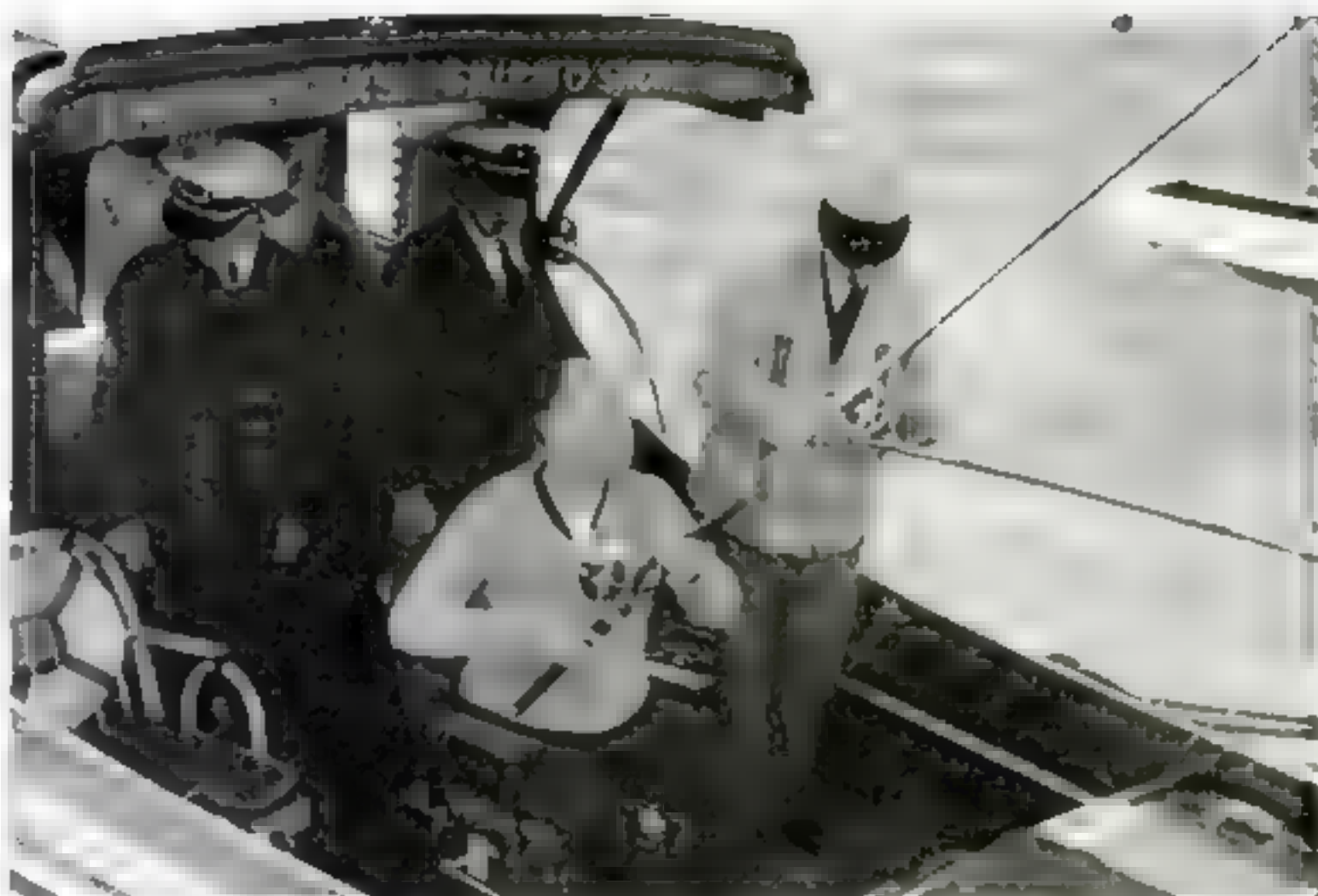
MR. TAFT LOOKS ON AS A VERY DEAD SAILFISH IS LOADED ONTO HIS BOAT



## FOR THE NEWSREEL CAMERAS AT MIAMI

of no importance at Miami. His press agents and Miami newsreel men insisted that he put on a fishing act for them, and as a good candidate he had to go through with it as cheerfully as possible. Only when he was requested to go out to a Seminole Indian village and don a bonnet did long-suffering Mr. Taft at last put his foot down.

"Calvin Coolidge did that," said he. "It's just a publicity stunt!"



STILL TIED UP AT THE DOCK, MR. TAFT LIFTS HIS ROD AND PRETENDS TO FISH



IS STILL TIED FIRMLY TO THE DOCK. HIS COMPANION IS COMMITTEEMAN REPROGUE



AT SEA AT LAST, HE PULLS IN THE DEAD FISH THAT HAS BEEN HOOKED TO HIS LINE



BOAT CAPTAIN THOMAS HANDS HIM A BALOE (PRONOUNCED BALLYNOO) FOR "BAIT"



CAUTIOUS MR. TAFT DONS GLOVES BEFORE POSING WITH HIS PUTRESCENT "TROPHY"



# LIFE ON THE NEWSFRONTS OF THE WORLD

## Welles goes in search of peace; Pelley comes out of hiding; Turkey gets set for trouble

Both sides in the European war are now set for a showdown in the spring. Hitler and his generals, convinced that a policy of sitting tight on their territorial gains will only bring slow starvation, are apparently agreed that an attack is the only hope. Britain, for her part, is anxious to "get it over with." Since the fall of Hore-Belisha, the "defensive war," so ably urged by Captain Liddell Hart, has ceased to be the official policy of the War Office. Winston Churchill, by far the most dynamic character in the British Cabinet, is all for taking the offensive. It has always been Churchill's belief that the Allies could have won the last War two years earlier had they followed his advice and attacked Germany from the rear instead of pounding the Hindenburg Line. The Dardanelles campaign of 1915, which he fathered, was a failure but the British Army never really gave it a chance, and military opinion now supports Churchill. This time the Allies have gathered a great army in the Near East (see col. 3), which is not there simply to guard pipe lines. In Churchill's view, Finland too is a front which the Allies cannot neglect. By last week, the First Lord had pressed this view so effectively that some British planes and volunteers were leaving for Finland and Chamberlain declared that "further aid is now on the way."

With both sides thus set for action, the prospect for peace looked darker than at any time since the war began. But President Roosevelt took the moment to make two more stabs at getting a peace drive started. First stab was to have the State Department commence "in formal conversations" with Europe's neutrals. Second stab was to send Sumner Welles, Under-Secretary of State, on a tour of the belligerent powers and Italy. Announcements of both these moves were extremely guarded. The State Department stressed that its conversations dealt not with settling the war but with working out an international system of trade and disarmament after the war. The President stressed that Welles had no powers to make "proposals or commitments" in the name of the Government, that his only jobs were to listen and observe.

There was good reason for the President's caution. No sooner was the news out than isolationist Senators pointed to the deadly parallel of 1915, when Woodrow Wilson sent Col. House to Europe. House spent his time and cables urging Wilson to take America into the war with the Allies.

**Misunderstanding.** The two questions that President Roosevelt finds most wearying are "Will you run for a third term?" and "When are you going to balance the budget?" Last week he advised his press conference to stop asking him the first because the country, too, was bored by it. As to the second, he had a brand new explanation of why not to balance the budget now. As reported by correspondents, Mr. Roosevelt said that while the Federal debt had risen "somewhat" under the New Deal, this rise had been offset by an equal drop in State and local debt. The President had hold of a sound idea, which many economists have been tossing about lately, but either he or the correspondents got it all balled up. The real point is that State and local debt, after soaring in the 1920's, stopped rising when the Federal Govern-



DEWEY

ment began carrying a heavier load in the 1930's. Thomas E. Dewey and others pounced happily upon the boner, pointing out that State and local debt has fallen only \$130,000,000 in the past seven years while Federal debt has risen nearly \$21,000,000,000.

At his next press conference, the President took the precaution of having his economic adviser, Lauchlin Currie, at his side. What Mr. Currie had told the President to say and what somebody got wrong, it turned out, was that the increase in the public debt has been offset by a decrease in private debt. This is quite true but hardly an argument to satisfy the budget-balancers.

**Silver Shirt.** William Dudley Pelley, leader of the Silver Shirt Legion, dislikes photographers almost as much as Communists and Jews. Last week cameramen got their first crack at him in years when Mr. Pelley, wearing a close-cropped beard and a plain white shirt, appeared before the Dies Committee in Washington. He started right in to embarrass his inquisitors by heaping praise on the Committee, promising to disband his organization if the Committee will only "continue the good job—lick the subversive elements." The Committee quickly shut him up on that line. Testifying that the Silver Shirts have about 25,000 members, Mr. Pelley made no bones about his anti-Jewish program.

Q. "If the Silver Shirts had achieved their aim, would you have become head of this government?" A. "Probably."

Q. "Would you then have put into effect Hitler's policy toward the Jews?" A. "I probably would."



PELLEY

**"I Know Archie."** In her green-velvet hat draped with ostrich feathers, Mrs. Roosevelt broke a precedent by testifying before a Congressional committee. She had just finished a tour of welfare institutions in the District of Columbia and was there to tell the committee that "they all need a good deal of improvement." Conditions at the Home for the Aged she found "at a pretty low ebb."

That night Mrs. Roosevelt attended the opening session of the American Youth Congress, which she staunchly defends against charges that it is Red. From her seat in the second row, she saw a bespectacled youth rise to offer a motion condemning Russia. He was howled down. The young man was tentatively identified as Archibald Roosevelt, grandson of Theodore Roosevelt. The First Lady peered down the hall. "Yes," said she, "I know Archie."



MRS. ROOSEVELT

**Near East Jitters.** Turkey last week seized the German-owned Krupp shipyards, on the shore of the Golden Horn at Istanbul, and ousted 180 German technicians for plotting sabotage. A Turkish official explained simply: "Spring is coming." Spring, to the Near East, means the danger of a southern offensive by Germany or Russia or both together. Latest reports say that Germany is urging Russia against an



WEYGAND

invasion of Bessarabia, (see pp. 66-71), on the grounds that she can have that province without a fight when the war is over. Instead the Germans are egging the Russians on to either of two drives farther east. One would be a thrust through Turkey and Syria to cut the British and French oil pipe lines from Iraq. The other would be a drive through Afghanistan and across the northwest frontier of India. In this barren part of the world, no fortifications stand in the Russians' way but the natural obstacles of deserts and mountains are terrific.

An even greater obstacle is the Allies' "mystery army" in the Near East. In Syria, General Maxime Weygand commands a force which the French last week set at 275,000. The British army of the Middle East, under Lieut. Gen. Sir Archibald P. Wavell, is stationed in Palestine. If an Eastern front is opened up, Allied plans call for a unified command under General Weygand.

**Snow Slaughter.** Galvanized by orders to clean up Finland within a month, the Red Army rolled up to the Mannerheim Line in wave after wave of tanks and armored sledges. Russians claimed the capture of 13 steel-and-concrete forts, while Finns announced they had destroyed 666 tanks and 331 planes. The Red dead lay in piles on the snowdrifts of No Man's Land.

In cheerful contrast to these facts was the American joke about the four Finns playing bridge in a dugout when another Russian division attacks. Says one Finn: "I'm dummy. I'll go."

## PICTURE OF THE WEEK



MURPHY

Very stiff and solemn, Frank Murphy took his seat on the Supreme Court, posed for his first portrait in his new robes. Into Mr. Murphy's old job of Attorney General stepped Robert H. Jackson, and into Mr. Jackson's old job of Solicitor General stepped the man in the picture on the opposite page, Francis Biddle. Mr. Biddle comes from a rich and socialite Philadelphia family whose leading lights in the present generation include Francis, a New Dealer, and his brother George, a painter. Mounting the stairs to his office in the Department of Justice building, Francis walked beneath one panel of a great mural painting by Brother George. The panel depicts an ideal working man's home, with Francis as the ideal working man.





Francis Biddle, 63, is seen in the photo above.

to his Department of Justice, is

own likeness in mural of the





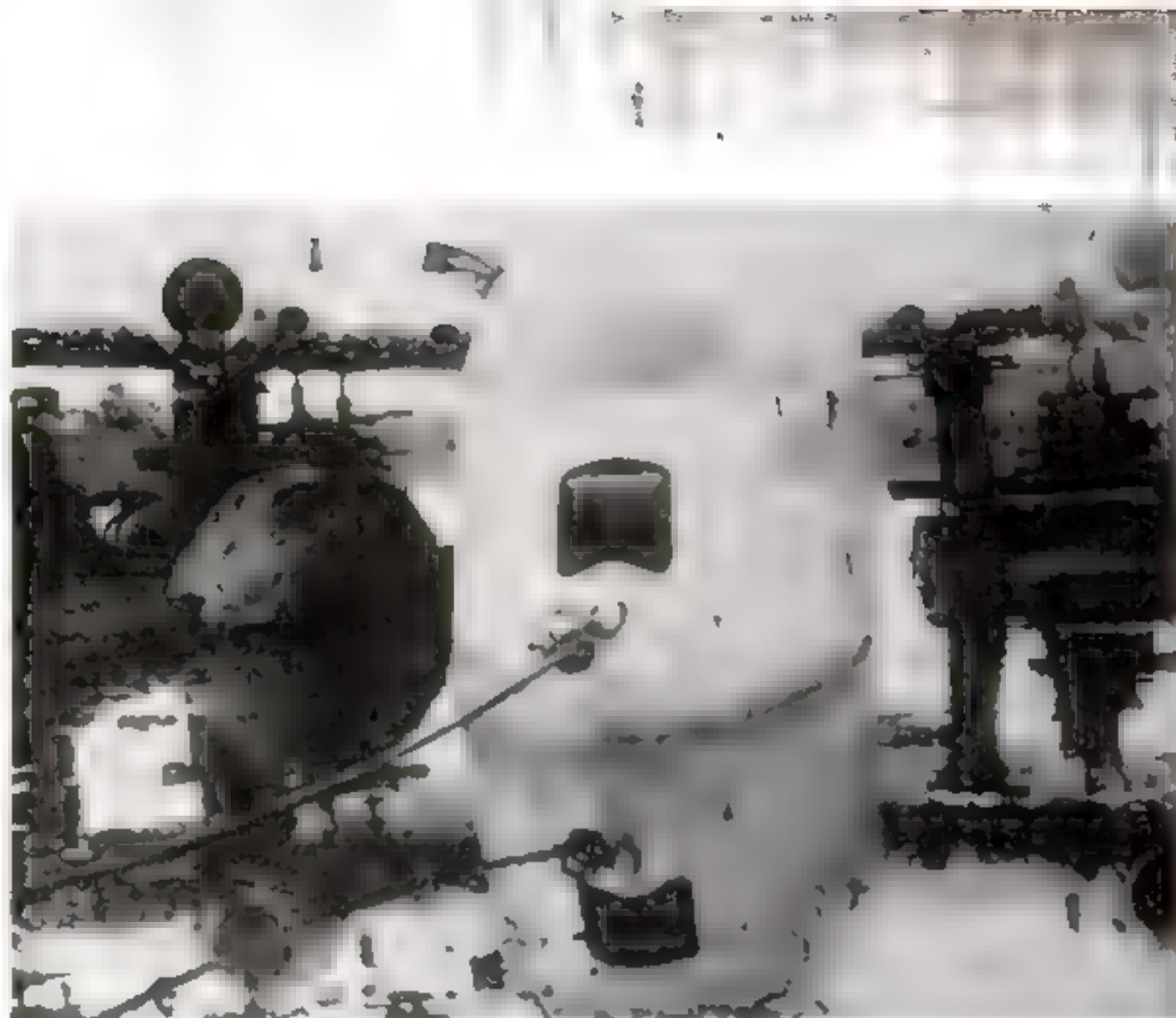
"Corsair" beached on Dungu River. It had to maneuver around bend before taking off on dammed channel. Hippos, crocodiles, snakes were kept away by noise of repairs.

## BRITISH RETRIEVE TRANSPORT PLANE DOWN IN AN AFRICAN RIVER JUNGLE

The dead end of everything is the point in Africa where the back doors of Ethiopia, the Belgian Congo, Kenya and Uganda meet at the bottom of the Anglo-Egyptian Sudan. Across this waste where the rivers rise nowhere and end nowhere, British Imperial Airway planes fly high on their way from Capetown to Cairo. Nearly a year ago, the *Corsair*, an Imperial transport plane, went off its course, missed Juba on the headwaters of the Nile and was forced down in the jungle of the Belgian Congo.

The pilot landed on the Dungu River among the hippopotamuses, crocodiles and snakes, jammed his 12-ton plane full-throttle against the bank until five passengers and the mail had been landed. Everybody went home overland but Imperial Airways proposed to salvage the \$200,000 *Corsair*. By last July, a crew of engineers had repaired the stove-in ship, got her under way and hit a submerged rock. When this was fixed, the river was nearly dry. By the time it filled, this April, the *Corsair* would have rotted away. The engineers conscripted 200 blacks at 23¢ a week to dam the Dungu. Two nights before the final takeoff, the dam gave way, was desperately plugged. The river was 150 ft. wide, the *Corsair* 114 ft. wide. Captain Rogers gave her the gun, lifted her off the Dungu, reached England safely Jan. 16.

The dam is made of stones, anthill sand, reeds. Natives got drunk in the bush on their pay, gave white men native names, exchanged conjuring tricks with whites.



Gasoline tanks are sunk under the wings of the *Corsair*, then emptied of water to give them buoyancy lift. The natives decided the radio operator was King because he was the idliest white man.



THE HOLE IN THE "CORSAIR'S" HULL APPEARS WHEN SHE IS BLOCKED UP ASHORE

The "Corsair" is ready for the final take-off down an artificial lake. The natives wore its old rivets in their ears and its split piston rings in their noses. The *Corsair* will remain a Congo legend.







At Baton Rouge, La., the State capitol, built by Huey Long in 1932, looked down a river mottled with ice floes from the north. For five days, big cakes floated past. Coldest temperature was 15°.



At Natchez, Miss., ice formed for the first time since 1889. The temperature fell to 4°. Here you see the ferryboat *Ollie R. Wilds* struggling among the cakes of ice.



AT HELENA, ARK., THE RAILROAD FERRY "PELICAN" WAS JAMMED AGAINST A PILE DRIVER

At Butler's Landing, Ark., the 200-foot steamer *Indiana*, towing 13 barges, met impassable ice gorges. Mooring her barges, the *Indiana* tried to break a channel, failed, lay icebound three weeks.



## WORST ICE GORGES IN SOUTH'S HISTORY CHOKES MISSISSIPPI ALMOST TO GULF

From Minneapolis to Baton Rouge last fortnight, America's greatest river grumbled glacier-like down to the Gulf of Mexico. Up North, the ice lay white and solid. But at great Gayosa Bend, above Memphis, and at Helena, Ark., it heaved up rough, dirty-gray crests and spires that jammed the coves, snagged on sandbars, and froze together in the worst gorges Mississippi rivermen had ever seen. Mile after mile the pack piled up, gnawing away wharves and jetties, crushing smaller craft to splinters, and locking steamers, towboats and barges bearing millions of dollars worth of cargo in immovable floes. North of Louisiana, navigation on the Mississippi was declared by pilots to be "suicidal."

Behind this glacial upheaval lay the coldest January the South had experienced in modern times. From Florida west to Texas, losses in livestock and crops were devastating. The Department of Agriculture found that 10-15% of the nation's citrus-fruit crop for the 1939-40 season had been destroyed. Southern highways, not built to withstand cold, were fissured with seams and cracks that would cost millions to repair.

Late last week the thermometer rose and rain fell. The Mississippi's ice gorges crept downstream. Pent-up waters surged down open channels and river people began to think of spring floods.

Near Caruthersville, Mo., a 30-mile gorge imprisoned Federal Barge Line's towboat, *Illinois*, ten barges. When ice began to break, the barges were ripped away.







The Short quadruplets of Nauvoo, Ala., lie in the Jasper hospital in incubators that look like R. F. D. mailboxes.

Faith, Hope and Charity, the girls, were named immediately but it took some thought before the boy was named

Franklin. In a week or two, the quads will go home to a house given to them by the proud citizens of Nauvoo.

## MULTIPLE BIRTHS GET OFF TO A BIG START FOR 1940

Nineteen-forty has started off in a big way with two rare instances of multiple births. In Nauvoo, Ala., in mid-January, the wife of Clyde Short, a tenant farmer, gave birth to three girls and a boy (*top*). In Wichita, Kan., a ewe owned by a farmer named Thad Goodrich gave birth to four lambs (*bottom right*). As an achievement in multiple births, the ewe's production was as notable as Mrs. Short's. Quadruplets are as uncommon among sheep as among humans who have quadruplets once in 658,000 births.

The four Short children, like the Dionnes, were born in a humble home with the help of a surprised country doctor who worked by the light of a kerosene lamp. Like Mrs. Dionne, Mrs. Short, who is 34, already had five living children. Each quad weighed about three pounds at birth.

The advent of the Shorts displaced the Budgett girls of Galveston (*right*) as the youngest quads in the country. A year old on Feb. 1, the Budgetts have been promised a house by the Galveston Chamber of Commerce on condition that they stay in Galveston until they are 18. About 500 visitors a week visit their glassed-in nursery to watch the quads at play.



The Budgett quadruplets of Galveston are blonde and blue-eyed. Left to right: Jeraldine, who jabbars most; Jean-

ette, who likes to play patty-cake; Joyce, who is quiet and good-natured; Joan, who is the biggest and most bossy.



Triplet calves were born in Florida this year. Multiple calves are usually hermaphrodites.



Twin colts, born on the famous Kellogg Arabian horse ranch in California, celebrated their first birthday this month. Twinning is far rarer among horses than among humans.



Quadruplet sheep were born this year to farmer who also had sheep triplets, five sets of twins.





## TRUCK FALLS 200 FT. OFF BRIDGE INTO ALBANY CREEK

**E**arly one afternoon last week a huge truck rolled over the city line of Albany, N. Y., and headed over the Southern Boulevard viaduct. Filled with ten tons of drugstore merchandise, it was bound for Cleveland from New York. Midway over the span, something went wrong. The truck, swerving dizzily,

plunged headlong through a high iron guard fence and plummeted 200 ft. into Normans Kill Creek. Hitting the rocks, both cab and trailer burst into flame. The driver was hopelessly crushed beneath the motor. His body, mangled and crisp, was later tentatively identified as Thomas Robbins, 35, of Chicago.





**Finland's greatest runners, Taisto Maki and Paavo Nurmi (right), got on their marks in Herbert Hoover's room at New York's Waldorf-Astoria Hotel, Feb. 3, while the ex-President held a starter's pistol aloft for this relief-campaign**

picture. The two Finns came to America to raise money by giving running exhibitions. Once the world's greatest miler, Nurmi is now 42, a building contractor and owner of a men's-furnishings store. Maki is 29, a long-distance

runner who is hailed as Nurmi's successor. He has fought on the Karelian front, has a low opinion of Soviet soldiers. "They are so afraid," he told reporters, "that when Finns shoot at them they hide their eyes with their arms."



# U. S. HELPS THE FINNS

**Herbert Hoover and celebrities  
raise \$1,600,000 for war relief**

Since Russia invaded Finland, Herbert Hoover has spent his time raising money for his Finnish Relief Fund. He eats his meals with people who might help him, poses endlessly with actresses, athletes, Gold Star mothers (right). He has raised \$1,600,000.

Mr. Hoover's first fame resulted from his work for another tiny country invaded by a big neighbor—Belgium. America's sympathy for Belgium—and hatred for Germany—was an emotional factor that helped start this country on the road to war. Now the pattern of 1914-16 is taking shape again, despite the fact that Mr. Hoover is warning the U. S. not to let its feelings for Finland involve it in another war.

Almost every American is for Finland, against Russia. This was reflected by the success of Mr. Hoover's "Help Finland Week" (Feb. 4-10) during which a Senate committee recommended a \$20,000,000 credit for the Finns, the Senate asked the SEC to ease the way for Finnish loans and the House almost broke off diplomatic relations with the Soviet. The Red Cross has spent \$241,402 for Finland. Though most Americans oppose sending arms to Finland lest military help be the entering wedge of war, an organization called "Fighting Funds for Finland," headed by General John F. O'Ryan, is raising money for munitions.

U. S. anger against the Soviet rises not alone in the fact that Russian armies invaded Finland. It rises in America's all-embracing sympathy for the underdog, for almost any David against any Goliath. Poland's end came quickly, before America's sympathies could be stirred. But Finland has held out.



WITH ACTRESS LAWRENCE



HE LUNCHES WITH BANKHEAD, HAYES AND HEPBURN



A DUKE, A FRAZIER



HE GETS TOGETHER WITH LA GUARDIA AND WAGNER



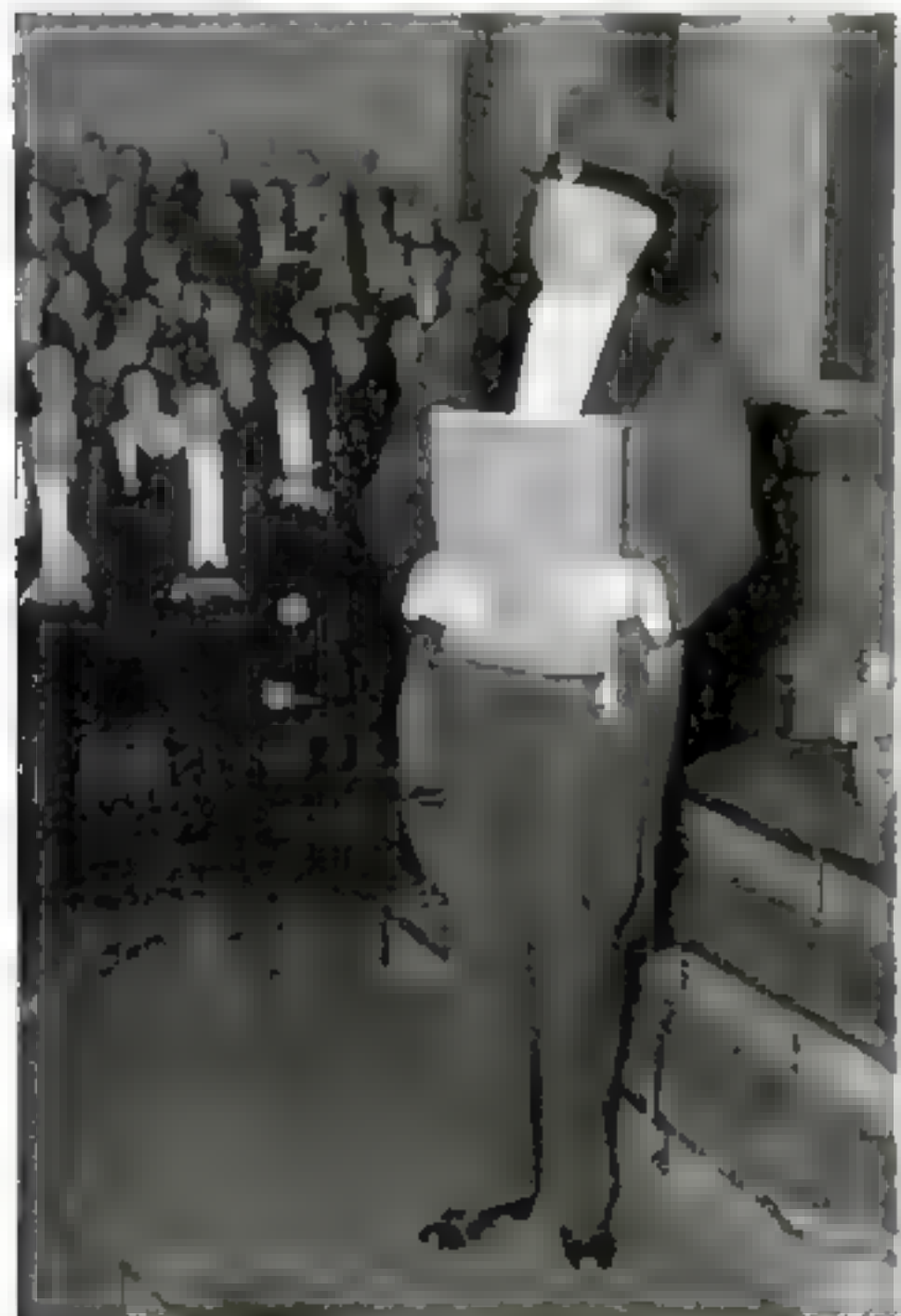
HE BEAMS WITH HONUS WAGNER AND BABE RUTH



HE GOT GLADYS SWARTHOUT TO SING FOR FINNS



HE DINES WITH LABOR LEADERS DUBINSKY AND WOLL



Herbert Hoover in Finland in 1938 was given a Ph. D. degree, a sword and a funny hat by the University of Helsinki



HE BOYS TICKET FROM EUGENE TIMM AND BRANIFF



HE ACCEPTS SUPPORT OF NO. 1 GOLD STAR MOTHER



HE AND TALLULAH BANKHEAD INSPECT ART FOR AUCTION



POPEYE PRESENTS SPINACH CAN OF MONEY





Walter Winchell, progenitor of "Confucius Say," is chased by Chinese along Miami Beach. This gag was conceived by

a press agent when he learned LIFE wanted a picture of Winchell for "Confucius Say" story. The boys are wait-

ers in Ruby Foo's restaurant. Pursuing Winchell, they allegedly cried "Broadway Confucius talk before he think."

## CONFUCIUS SAY: AMERICA GO CRAZY OVER CHINESE PHILOSOPHER 2,500 YEARS LATE

In every city and village from coast to coast last week, Americans were stopping other Americans and chortling: "You know what Confucius say? Confucius say, 'Girl with future should beware of man with past'." Or "Confucius say, 'All work and no play horses make you rich guy'." . . . Or any one of hundreds of similar stylized apothegms, published and unpublished, good and bad, clean and dirty. In night clubs, over the radio, singers chanted a new hit called *Confucius Say*. On street corners,

at newsstands, pitchmen hawked pamphlets containing 200 "WITTY," "DARING" Confucius remarks. The New York *Sun* sourly observed: "A witticism which is a witticism does not need a crutch, and an unfunny remark is not likely to gain humor by being set forth with parts of the verb 'to be' omitted."

The two men responsible for America's latest nonsense are an ancient Chinese sage and a contemporary Broadway columnist. Confucius, who lived and taught 500 years before Christ, left a store of trench-

ant maxims, comparable in pungency with those of Benjamin Franklin. Sixteen months ago, Walter Winchell, who had been reading Confucius, began using Confucian parodies in his column. For a year they caused no excitement. Then Jack Benny, Fred Allen, others picked up the trick in their radio programs. The rage quickly spread. Last week Mr. Winchell, annoyed by pamphlet piracy of his gags, deleted "Confucius Say" from his column, declaring himself determined "to run the burglars out of business."

Times Square hawkers peddle Confucius sheets on every block. An estimated half-million have been sold.

Song hit was introduced by Guy Lombardo's orchestra two weeks before Christmas. It has since been recorded by six topflight orchestras.

A "Confucius Say" dress made its appearance at the spring Sport and Wash Apparel Show in Chicago.







**MORE "OOMPH" FOR SOUP!** Choose any variety, be sure it's piping hot—and (here's where the "oomph" comes in) serve with golden Ritz! Delicious? *Definitely!* Ritz always works this

flavor magic on the foods it is served with. A special baking process *seals in* Ritz' freshness. That's why more people prefer it—why it is so important to get the *one and only* Ritz!

## You're inviting compliments—when you serve RITZ crackers!



**EVENING GUESTS** will be satisfied with most anything you serve if Ritz goes with it—for Ritz is every one's favorite. Goes with all foods and beverages—or does a grand job of satisfying by itself. Eat it right out of the package if you want to know how good a cracker can be!



**RITZ-Y SPREADS!** Many a hostess has risen to fame with this simple party idea. A tray of assorted spreads—and plenty of Ritz! Your family will sit up and take notice, too, when Ritz glorifies the tomato juice and salad. Order a package of fresh, crunchy Ritz today!



**THIS FAMOUS RED NBC SEAL** has been the buying guide for generations of housewives who want the finest in bakery products. Look for it on the package of the biscuit you buy—and you will be assured of high quality, freshness and delicious flavor.

**IT'S AMERICA'S FAVORITE CRACKER • A PRODUCT OF NATIONAL BISCUIT COMPANY**









## "PARSON WEEMS' FABLE"

### Grant Wood paints George Washington & Cherry Tree

Almost before the paint was dry on this picture it started a battle. Widely publicized as the first painting by Grant Wood in three years, and one of his new series on American folklore, it recently raised the dander of literal-minded patriots all over the country. They bombarded Wood with angry letters because he depicted the cherry-tree story frankly as a fable invented by Parson Weems, and accused him of "debunking" Washington.

Back in his home State, Grant Wood is now artist-in-residence at the University of Iowa. Temporarily he has stopped painting the Midwestern scenes that made him famous, has been busy on *Parson Weems' Fable* for six months. Just before Christmas, he shipped it to his New York dealers, the Associated American Artists, who sold it next day for \$10,000. Terms of the sale stipulate that Wood shall receive 50% of the profits every time the picture is resold. By bitter experience, Wood was prompted to make this stipulation. Some of his earlier works, notably *Daughters of Revolution*, were resold for four times their original price and Wood never profited from their rise in value. *Parson Weems' Fable* was on view this month at New York's Whitney Museum.

The crucial moment when Washington Sr. discovers the mutilated cherry tree is shown here at the left. Hatchet in hand, little George is making his immortal confession: "I can't tell a lie, Pa; I did cut it with my hatchet."

Onto the body of the 8-year-old George, Wood has painted the head of Gilbert Stuart's famous portrait of Washington, because it comes closest to the popular conception of how Washington looked. In the background Wood has pictured his own brick house in Iowa City.

Standing by the cherry-fringed curtain is the genial Parson Mason Locke Weems, pointing proudly to the scene which he himself invented. In any gallery of amazing Americans, Weems deserves a place of honor. A man of high spirits and great energy, he played the fiddle, loved to feast on canvashack duck. Drifting away from the church, he became an itinerant hookpeddler. For his wit and flowery oratory, he was a popular roadside figure from Pennsylvania to South Carolina. He wrote lurid pamphlets on gambling, drink, marriage and adultery which he hawked along with family Bibles and the heretical works of Tom Paine. Often on his treks in his old spring wagon, Weems stopped at a tavern and gave a terrifying impersonation of a drunkard. After a large crowd collected, the high-pressure parson delivered a rousing sermon on the evils of drink.

Weems' classic *Life of Washington*, which has passed through more than 70 editions, started out as an 80-page pamphlet written within a year of Washington's death. In the fifth edition, 1806, he first inserted the cherry-tree story, explained vaguely it was told him "20 years ago by an aged lady who was a distant relative" of the Washingtons. Without further substantiation, this yarn became one of the most celebrated bits of American history.

In answer to the charge of debunking Washington, Grant Wood says: "I have taken a tip from the good Parson and have used my imagination freely."





## Merle Oberon looked —and “fell in love!”

Merle Oberon, soon to be starred in a Warner Bros. triumph, “We Shall Meet Again,” has already won the heart of a whole nation. But—she has just lost *hers*! She confessed—in a recent interview:

“The moment I saw your new silver pattern—‘Adoration’—I fell in love with it!

“Its delicate loveliness and rich yet simple motif are, to me, just irresistible! I could be happy with it—for life!

“And knowing something of the splendid quality of 1847 Rogers Bros. silverplate—well, I’m sure it would *last* for life! This is a pattern I never, never could tire of.”



For life—which? Your choice, like Miss Oberon’s, may be “Adoration”—its ornament as richly raised, as deeply etched as sterling. Or “First Love,” selected by another famous star, for its regal, solid-silver

look. Or “Sylvia,” as simply, quietly beautiful as an old love song. There are so many exquisite patterns in 1847 Rogers Bros. silverplate, why not see them all tomorrow, at your dealer’s?



Look for this Engagement-Time display—and real news—in your dealer’s window. Starting sets of 1847 Rogers Bros. are at the lowest prices in years. Service for six in any pattern, \$28.95; for eight, \$37.95. Every piece bears the 1847 year-mark to prove it authentic. Ask about easy terms. International Silver Company, Meriden, Conn. Prices slightly higher in Canada.



## DEBUTANTE GENE TIERNEY MAKES HER ENTRANCE IN A BROADWAY SUCCESS

**L**ike half the daughters in America, Gene Tierney decided at 17 she wanted to be an actress. Like most conservative, well-to-do families, the Tierneys protested. But today at 19 Gene is acting in Broadway's hit comedy, *The Male Animal* (LIFE, Jan. 29), and is hailed as a rising starlet who "blazes with animation."

With her brother and sister, Gene grew up in the wealthy suburban town of Greens Farms, Conn. She "finished" at fashionable Farmington school, made her debut in 1938. After her parents saw that Gene was really in earnest about acting, they pitched in to help her. Mr. Tierney took every Wednesday off from his insurance business. He and Gene tramped all day on Broadway, making the rounds of producers' offices. First producer to give Gene a part last winter was George Abbott, who cast her in two shows. Both flopped, but they gave Gene valuable training.

This winter, while Gene is working, Mrs. Tierney serves her breakfast in bed. Twice a week Gene studies acting with Benno Schneider (next page). She often sees her old friends, sometimes lunches at the Automat and one or two nights a week goes dancing.

In *The Male Animal* Gene acts the part of a spirited college girl. At right you see her opening a door for her first entrance on stage. Gene says it is the most exciting doorway in the world.



Gene listens to her radio in the New York apartment where she lives with her parents. Her favorite radio programs are the Philharmonic orchestra and "Baby Snooks."



Gene and her parents dine at Club "21" with James Thurber (right), co-author of *The Male Animal* in which Gene acts. In center is Mrs. Thurber. Gene is at her left.

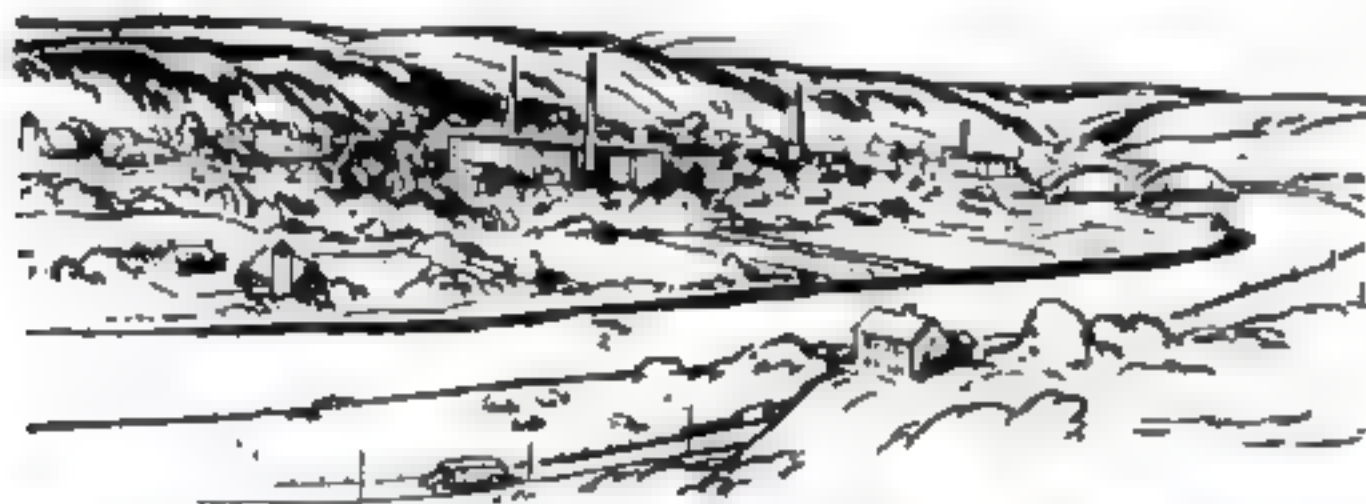






*Try Flavor-Town's delicious gum  
and don't be tense when crises come*

...for Beech-Nut Gum is always refreshing and restful. There are 6 delicious kinds to please your taste — Peppermint, Spearmint, Orolgum and 3 flavors of candy coated BEECHIES, Peppermint, Spearmint, Pepsin. Below is the "flavor" town of Canajoharie, New York, known for Beech-Nut quality and flavor.



# Beech-Nut Gum



## Gene Tierney (continued)



**Contentment** is emotion Gene expresses for Drama Coach Benno Schneider.



**Anguish** is her next emotion as she continues scenes from play, *Bury the Dead*.



**Horror** distorts her face as she portrays a girl whose lover is maimed in the War



**Happiness** mixed with thoughtfulness is hard to portray but Gene does it well.



"Let me go! If you don't, I'll bite your hand!" says Gene to Jack Stanton in her acting class. She is doing a scene of young love from Eugene O'Neill's *Ah, Wilderness!*

CONTINUED ON PAGE 25



# Life BEGINS AT HOME.



## WITH Virginia House MAPLE

NOW you can own genuine *Virginia House Maple* . . . the furniture that provides a perfect setting for your hospitality . . . at a price within easy reach of the most modest household budget. Warmly Colonial in feeling—*Virginia House Maple* awakens all of the romance, the culture and the graciousness of the Old South. Its sturdy construction, from genuine hard Rock Mountain Maple, insures many years of dependable service. It is truly furniture of character . . . and branded inside the top drawer of every piece is the famous *Virginia House* trade mark. When buying Maple, always look for this trade mark. It is your guarantee of quality—your assurance that you are purchasing genuine *Virginia House Maple*. See *Virginia House Maple* today at all leading furniture and department stores. Your local dealer will gladly place a suite of this distinctive furniture in your home for a small down payment—plus easy terms.

*Virginia House*  
MAPLE

THIS TRADE MARK IS BRANDED ON EVERY SUITE  
IT IS YOUR GUARANTEE OF QUALITY

PLAN YOUR OWN ROOMS. Send 15c (coin preferred) for the big new *Virginia House* booklet, which is filled with many practical decorating plans and suggestions by a nationally known decorator.

\* This price includes bed, chest-on-chest, and dresser, with hanging mirror, F. O. B. Factory. Your local dealer will add a slight charge for freight. Price subject to change without notice. Additional "Stratford" pieces shown at left—vanity, with hanging or swinging mirror, and chest-robe, with cedar-lined hanging compartment.

**Virginia House—Dept. L—MARION, VA.**

GENTLEMEN: I enclose 15c. Please send me your 32-page booklet illustrating *Virginia House Maple* and *Cherry*—and which includes many decorating plans and suggestions.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_



# For Distinguished Service



## FULL-COLOR REPRINTS SUITABLE FOR FRAMING

Six 9 x 12 prints of Scotch officers, Edition No. 2, without advertising sent upon receipt of 2 for Schenley Import Corp., New York City, N. Y., Dept. Y

## HONOURS OF THE Argyll and Sutherland Highlanders

Cape of Good Hope, 1806 • Rolica • Vimiera • Corunna • Pyrenees • Nivelle • Nive • Orthes  
Toulouse • Peninsula • South Africa, 1846-7, 1851-2-3 • Alma • Balaklava • Sevastopol  
Lucknow • South Africa, 1879 • Modder River • Puardeberg • South Africa, 1899-1902 • Mons  
Le Cateau • Marne, 1914, '18 • Ypres, 1915, '17, '18 • Loos • Somme, 1916, '18 • Arras, 1917, 1918  
Cambrai, 1917, 1918 • Douan, 1917, 1918 • Gaza

## HONOURS OF DEWAR'S "White Label"

THE MEDAL SCOTCH OF THE WORLD

Grand Prize, the Louisiana  
Purchase Exposition,  
St. Louis, 1904...one of more



than 60 medals honouring  
Dewar's White Label for  
Excellence in Scotch Whisky.

For distinguished service the standard of  
DEWAR'S White Label has been decorated by  
more than 60 medals of honour. In conse-  
quence, you can honour this seasoned veter-  
an with your confidence... confident that  
it will not be betrayed. Command DEWAR'S  
White Label and soda... and be "At Ease".



Both 86.8 Proof, Blended Scotch Whisky. Copy-  
right 1939, Schenley Import Corp., New York

Dewar's

# "White Label"

The Medal SCOTCH of the World  
BLENDED SCOTCH WHISKY

## Gene Tierney (continued)



Gene has a date with George Staunford who meets her outside her dressing room after evening performance. He grew up next door to Gene in Greensboro, N.C.



Gene and George go dancing at the Waldorf-Astoria. Four years older than Gene, he used to think that she was too young to notice. Now George thinks differently.

CONTINUED ON PAGE 42



# AGAIN...!

EXTRA  
THE OPPORTUNITY  
5 MILLION PEOPLE  
TOOK ADVANTAGE  
OF 2 YEARS AGO

## Dr. West's-Calox Special!

THE OFFER THAT BROKE ALL  
SELLING RECORDS REPEATED  
BY POPULAR DEMAND



### DR. WEST'S WATER-PROOFED.. 35¢

For years, Dr. West's Water-proofed Brush outsold all others at 50¢ each. Its super-quality natural bristles are water-proofed against sogginess. Made and guaranteed by the makers of the famous Dr. West's Miracle-Tuft.

### CALOX TOOTH POWDER ..... 30¢

This famous dentifrice has made a sensational 5-year record for popularity. Many of Hollywood's loveliest stars rely on Calox Tooth Powder to help give added sparkle to their smiles. Contains five tested cleansing and polishing ingredients.

VALUE... **65¢**

BOTH FOR

**39¢**

● Here's the buy of the year! A genuine Dr. West's Water-proofed Toothbrush AND a handy-size package of Calox Tooth Powder BOTH for only 39¢. You save 26¢ over the regular price of these two famous products when sold separately. Leading druggists are featuring this amazing offer now, to win new millions of customers for these daily dental necessities.

When we offered Dr. West's brush with a family-size package of Calox two years ago at 59¢, 5 million people snapped them up. At the special price of 39¢ for a Dr. West's Water-proofed brush and a 30¢ size Calox, the rush will be equally great. So take a tip and buy early. Just think of the tremendous saving you can make if you stock up for the whole family!

THIS DOUBLE  
FEATURE GIVES  
YOU THE BIGGEST  
SHOW FOR YOUR  
MONEY TODAY!





*The foods I like*  
**DON'T LIKE ME!**

*Most of us crave certain foods that disagree with us, if only because we eat too much of them. Then the discomfort of an upset stomach . . . gas pains, sour, acid indigestion and simple diarrhea.*

**Next time, take Pepto-Bismol**, the pleasant-tasting aid in relieving common upsets due to over-indulgence, hasty eating and improperly prepared or selected food.

**Pepto-Bismol soothes your upset stomach**—doesn't add to the upset, as drastic, irritating physics do. Neither laxative nor antacid, it quickly helps relieve your stomach distress.

50¢, at your druggist's. Or by the dose at drug store fountains.

**Norwich**  
Makers of \*Unquench



**PEPTO-BISMOL**  
FOR UPSET STOMACH

\*REG. U. S. PAT. OFF.

## Gene Tierney (continued)



Gene falls down while ice skating near her family's home in Greens Farm, where she often spends the weekends. George Stanford comes manfully to her rescue too late.



Gene gets a light from her friend Maturin Waldo near the stables of the Fairfield County Hunt Club. They have just come in from a long Sunday afternoon ride.



Gene lolls at home on a Victorian sofa of carved rosewood. Resting after her ride, she is sketching ideas for her spring wardrobe, which she likes to design herself.



# TODAY Seagram's Tastes Better than Ever




**"MUCH MORE DELICATE"**  
*Hendrick Vanderbilt Duryea*

"Seagram's 'V.O.' has been my favorite liquid all these years," says the socially prominent Mr. Duryea, descendant of one of Long Island's oldest Dutch families. "Today, however, it tastes much more delicate. In my opinion, it is the finest of Canadian Whiskies."




**"INFINITELY FINER"**  
*Frank Buck*

We asked Frank Buck, famous animal hunter and a judge of fine whiskey to compare the Seagram's 5 and 7 Crown whiskeys we blend today with the Crown Whiskies we blended 5 years ago. His exact words: "No comparison! Your Seagram's of today is infinitely smoother than mine!"




**"SMOOTHER AND Milder"**  
*William Gibbs McAdoo Jr.*

"Without any doubt, the Golden Martini is the most exquisitely smooth cocktail I have ever enjoyed," says Mr. McAdoo, the well-known sociate and clubman from New York and Los Angeles. "I congratulate Seagram on making a gin finer than any in their long history."

Have you tasted Seagram's lately? These delicious "luxury liquors" are getting smoother and finer as the years roll by. We've actually invested millions of dollars in the past five years to improve continuously their taste and quality. They're smoother and finer today. They taste better than ever! Try Seagram's NOW!

Since 1857  
**Seagram's**  
SMOOTHER AND FINER  
AS THE YEARS ROLL BY

SEAGRAM'S 'V.O.' Canadian. Rare old Blended Canadian Whisky. 86.3 Proof. This whisky is 6 years old.

SEAGRAM'S 7 CROWN Blended Whiskey. The straight whiskeys in this product are 4 years or more old, 40% straight whiskeys, 60% Grain Neutral Spirits. 90 Proof

SEAGRAM'S 5 CROWN Blended Whiskey. The straight whiskeys in this product are 4 years or more old, 27½% straight whiskeys, 72½% Grain Neutral Spirits. 90 Proof

SEAGRAM'S ANCIENT BOTTLE DISTILLED DRY GIN. Distilled from Grain. 90 Proof. Copy, 1940, Seagram-Distillers Corp., N.Y.



# A long life of loveliness

It's easy to see the loveliness of Berkshire Stockings. Whether you examine them on your hand or on your legs, their beauty is apparent.

But beauty is only half of their appeal. The other half is wear! When you've put your Berkshires on, and through their daily

paces—day after day—then you get the whole truth about your Berkshire Stockings. Then you find that the world's largest maker of full-fashioned silk stockings has knitted

sturdy wear into every lovely pair.

For beauty and economy — choose Berkshire Stockings.



● We predict an important place in the well-dressed woman's wardrobe for Berkshire *KANTRUNS*. They're beautiful, they're different—and they won't run

# Berkshire

## STOCKINGS



for evening wear, with dancing slippers



for afternoon, with pumps or sandals



for street and business, with daytime shoes

Look for one of these seals on each pair of Berkshire Stockings, identifying them as 2, 3 or 4-thread

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## THEATER



IN THESE SKELETON TAXIS THE HERO AND HEROINE OF "TWO ON AN ISLAND"

## UNIQUE STAGE SETS STEAL THE SHOW IN NEW COMEDY "TWO ON AN ISLAND"

Show business is a strange gamble. More than a million dollars a year is invested on Broadway but nobody can predict what will turn a show into a hit. Sometimes it is one actress, or one song, or the right kind of weather. This winter Elmer Rice's new play, *Two on an Island*, owes its success mostly to its scenery.

To furnish these settings, the Playwrights Producing Company, of which Rice is a member, hired one of Broadway's best designers, Jo Mielziner. At 38 he has done scenery for 118 plays, ballets and operas. Rice's script retells the popular American folk tale about a country boy and girl who come to the island of Manhattan to win fame. It calls for eleven scenes, including taxicabs, subways and the Statue of Liberty.

Designer Mielziner first built his machine-age scenery in miniature on a model stage (opposite page). Then he had it constructed from blueprints and set up on a revolving stage. By the time he had lighted his stage-city with bright noon, dusk and purple night, the whole job had cost about \$10,000.

Most first-nighters liked *Two on an Island*, although they were surprised that Playwright Elmer Rice, noted for his dramas of social protest, had turned out such a mild, mellow little comedy. Everybody liked the acting. But what really stole the show were the skeleton taxis and subways of Mielziner's Manhattan.

In this sightseeing bus John and Mary, both out-of-towners, happen to ride together. They see New York from Battery to Bronx but they do not see each other.

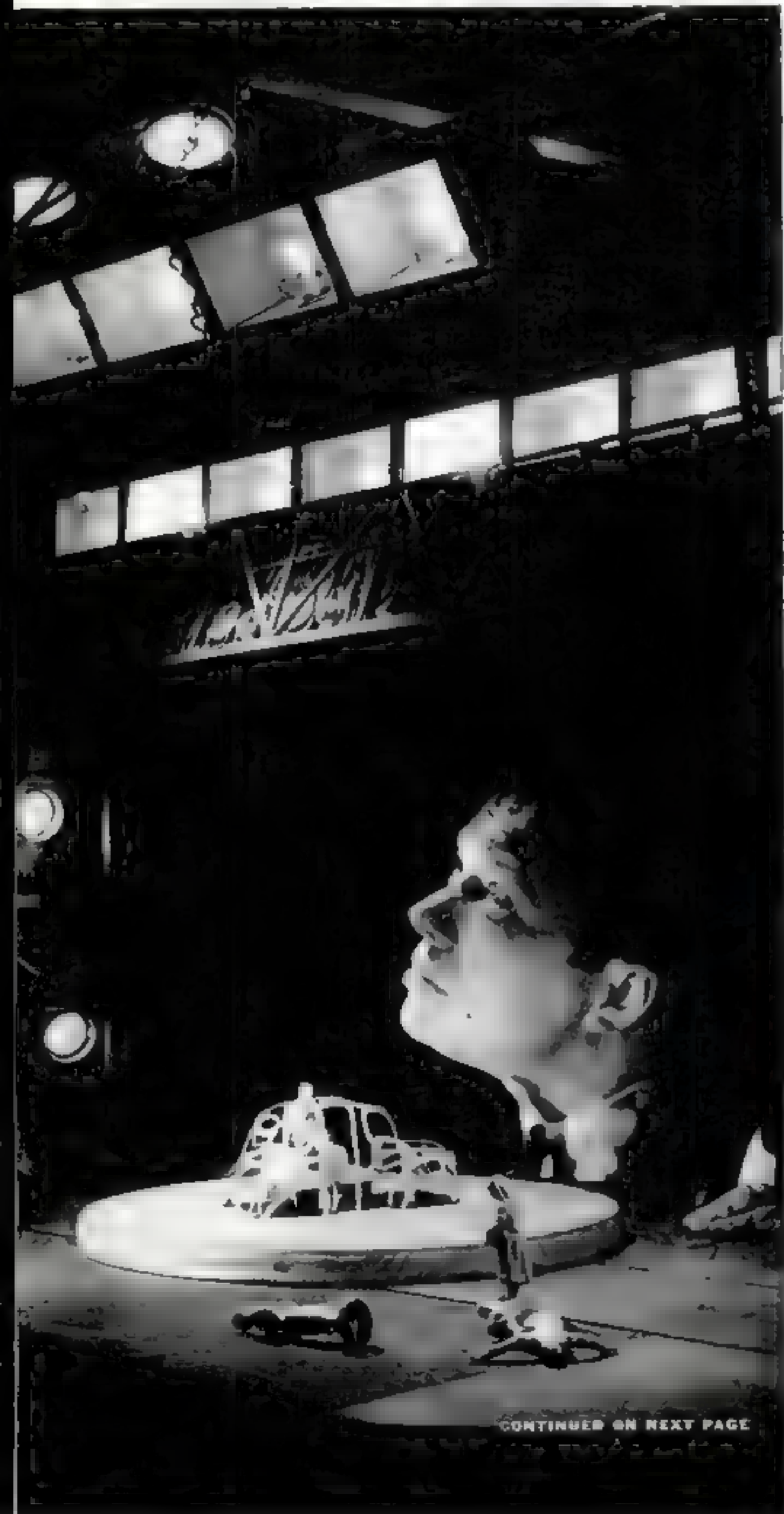






GAPE AT NEW YORK. THEY ARE PLAYED BY BETTY FIELD AND JOHN CRAVEN

Jo Mielziner sticks his head into his model stage where he traces out his scenery in miniature. On the stage is tiny taxi that served as a model for the big ones above.

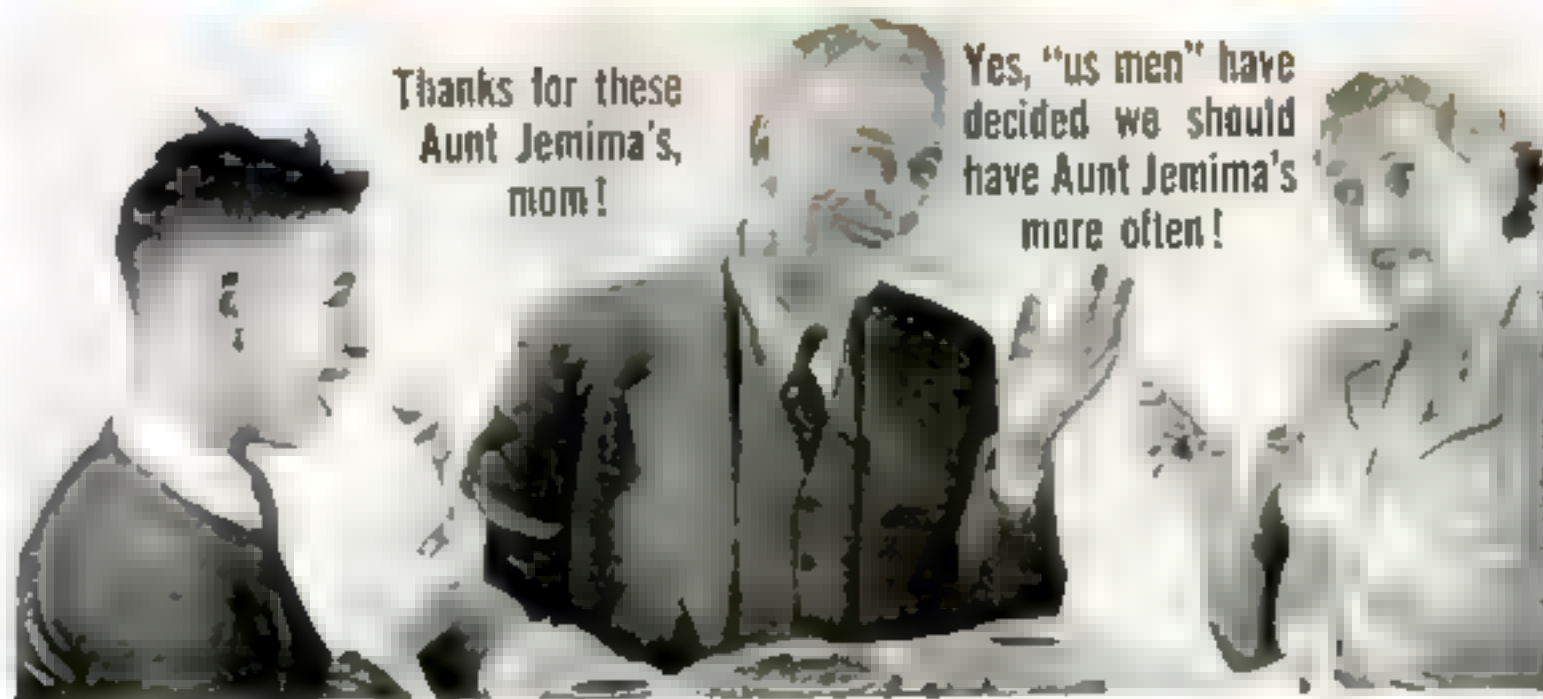


CONTINUED ON NEXT PAGE

"Dad...let's ask mom for some Aunt Jemima's today!"



"It's too long since we've had those swell-tasting pancakes!"



Thanks for these Aunt Jemima's, mom!

Yes, "us men" have decided we should have Aunt Jemima's more often!

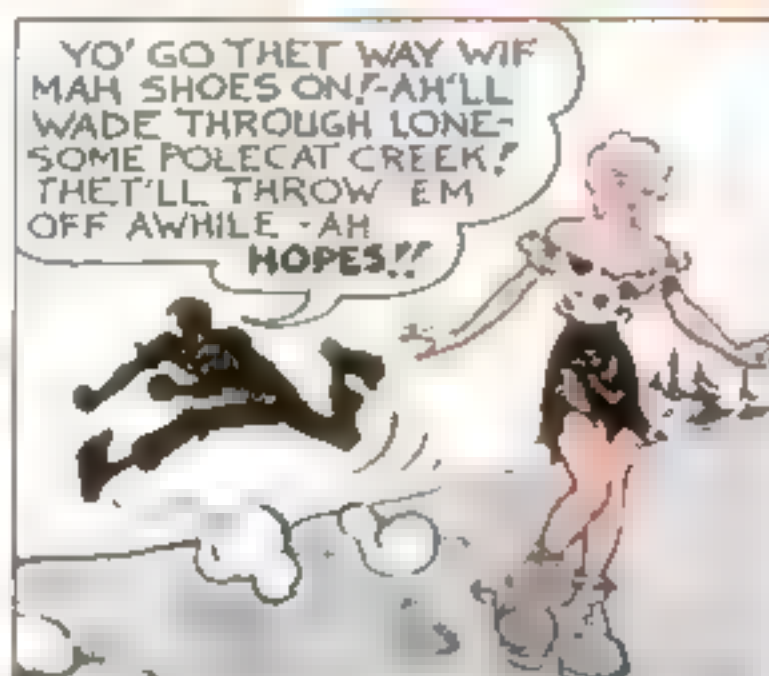
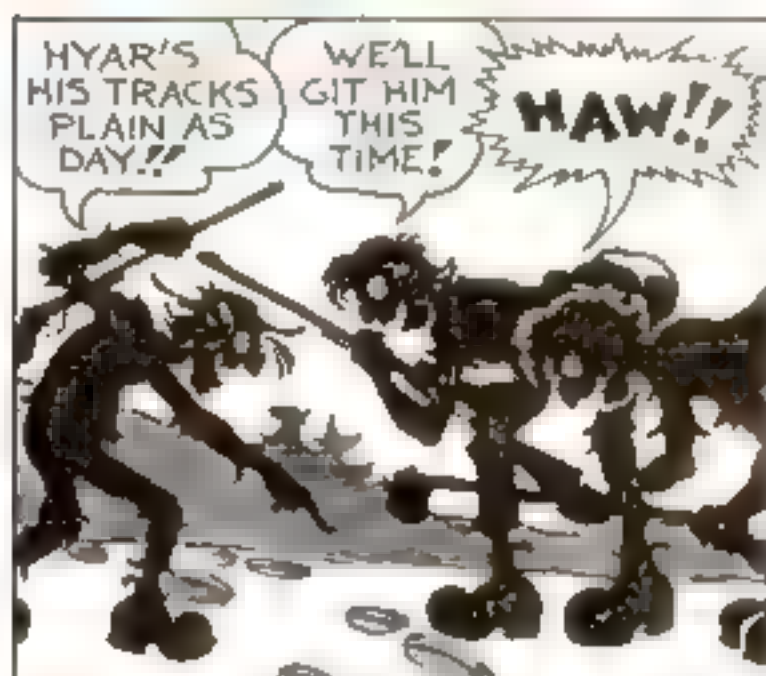
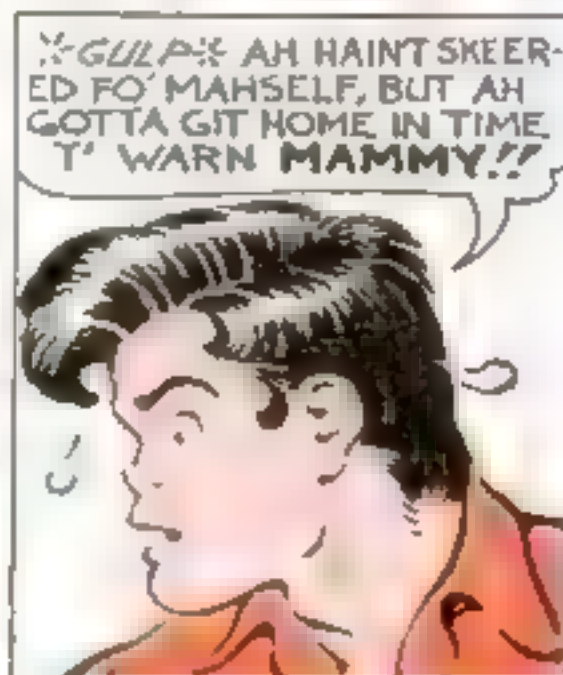
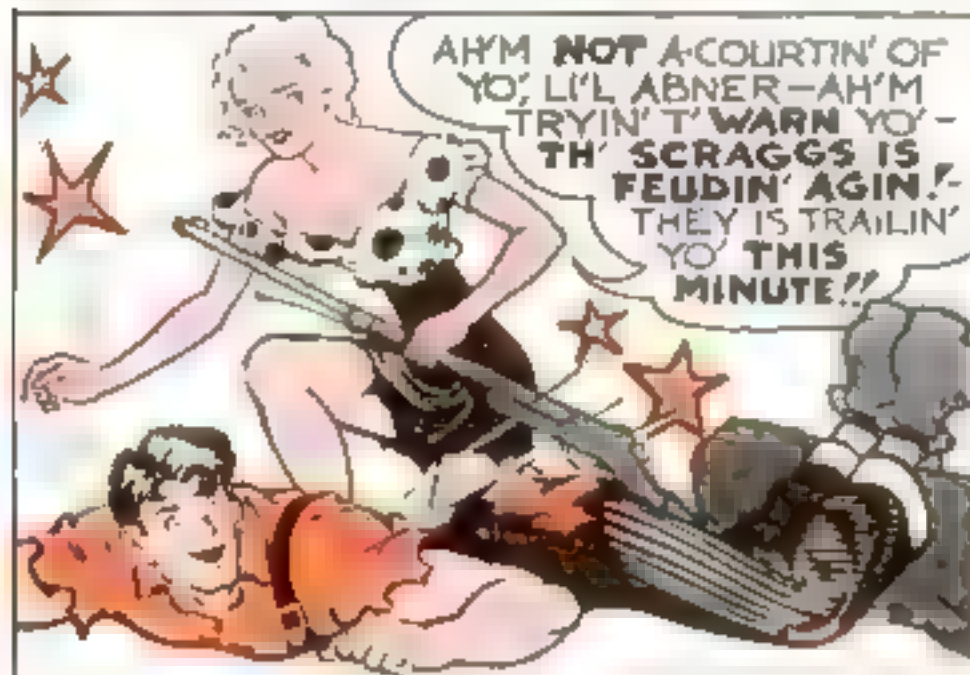
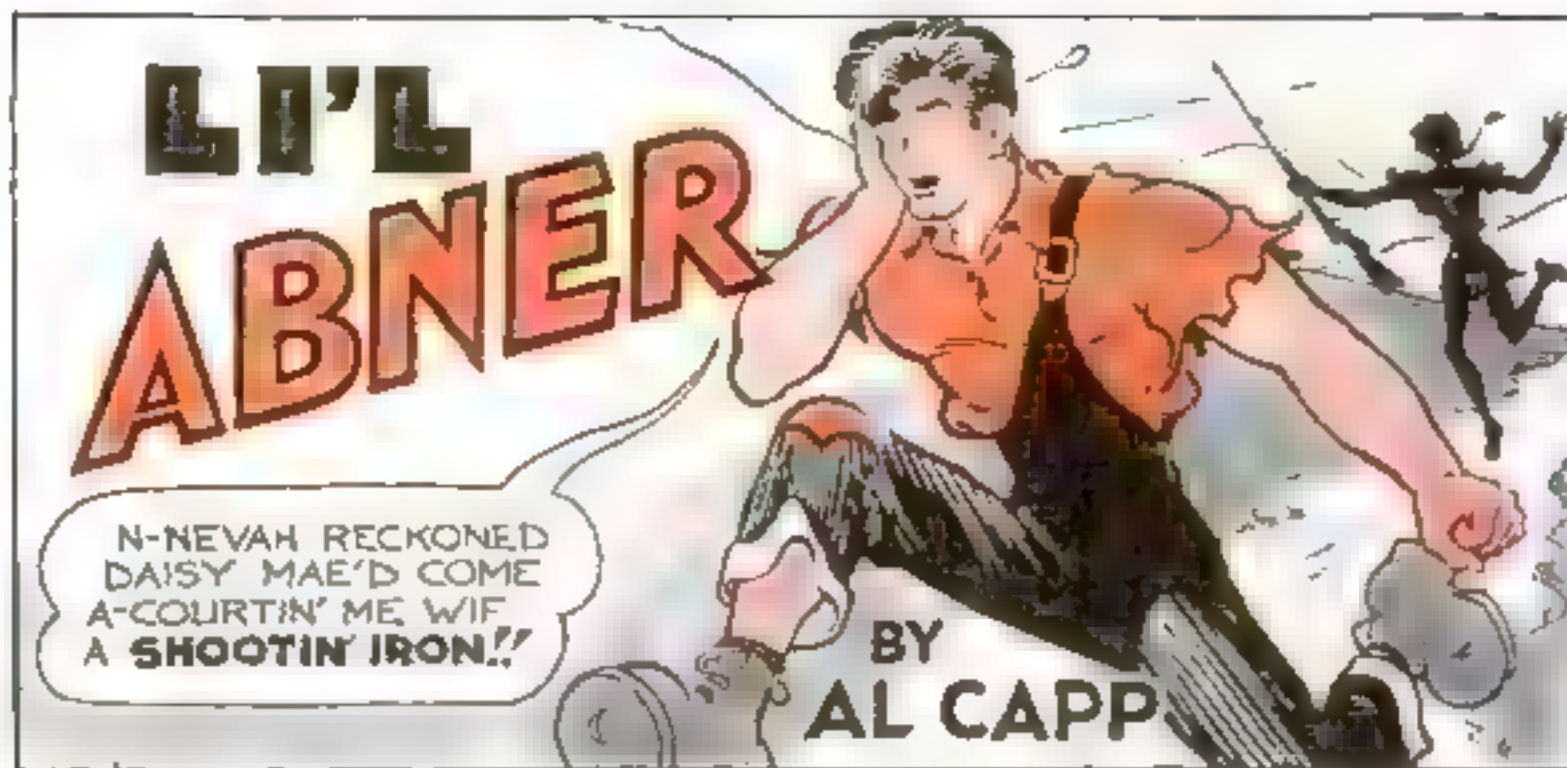
And mother will be glad to serve nourishing Aunt Jemima's Pancakes and Buckwheats more often! It's easy as 1-2-3. For Aunt Jemima's legendary secret recipe - with that touch of her own Down South cooking genius - is already mixed in every box of her magic Ready-Mix. Ask your grocer for both kinds of Aunt Jemima's famous Ready-Mix today...the red box for delicious Pancakes; the yellow box for wholesome Buckwheats.



It's easy for you to fix de world's most famous pancakes ... my secret recipe is already mixed in every box!

AUNT JEMIMA'S READY-MIX FOR BUCKWHEATS AND PANCAKES





"Li'l Abner" Copyright 1940, U.F. Svn., Inc. "Cream of Wheat" Reg. U.S. Pat. Off.

**CREAM OF WHEAT**

## "Two on an Island" (continued)



On this subway train, Mary almost collides with John, her future husband, when she gets on as he rushes off. Once again their paths cross but still they do not meet.



Aloft the Statue of Liberty John and Mary finally meet in the play's third act. He is disheartened by his long struggles in New York but she gives him new courage.



John and Mary, in bedroom of a shabby rooming house, plan their wedding. Mary's hard-boiled friend (Luther Adler) brings them a bottle of champagne to celebrate.



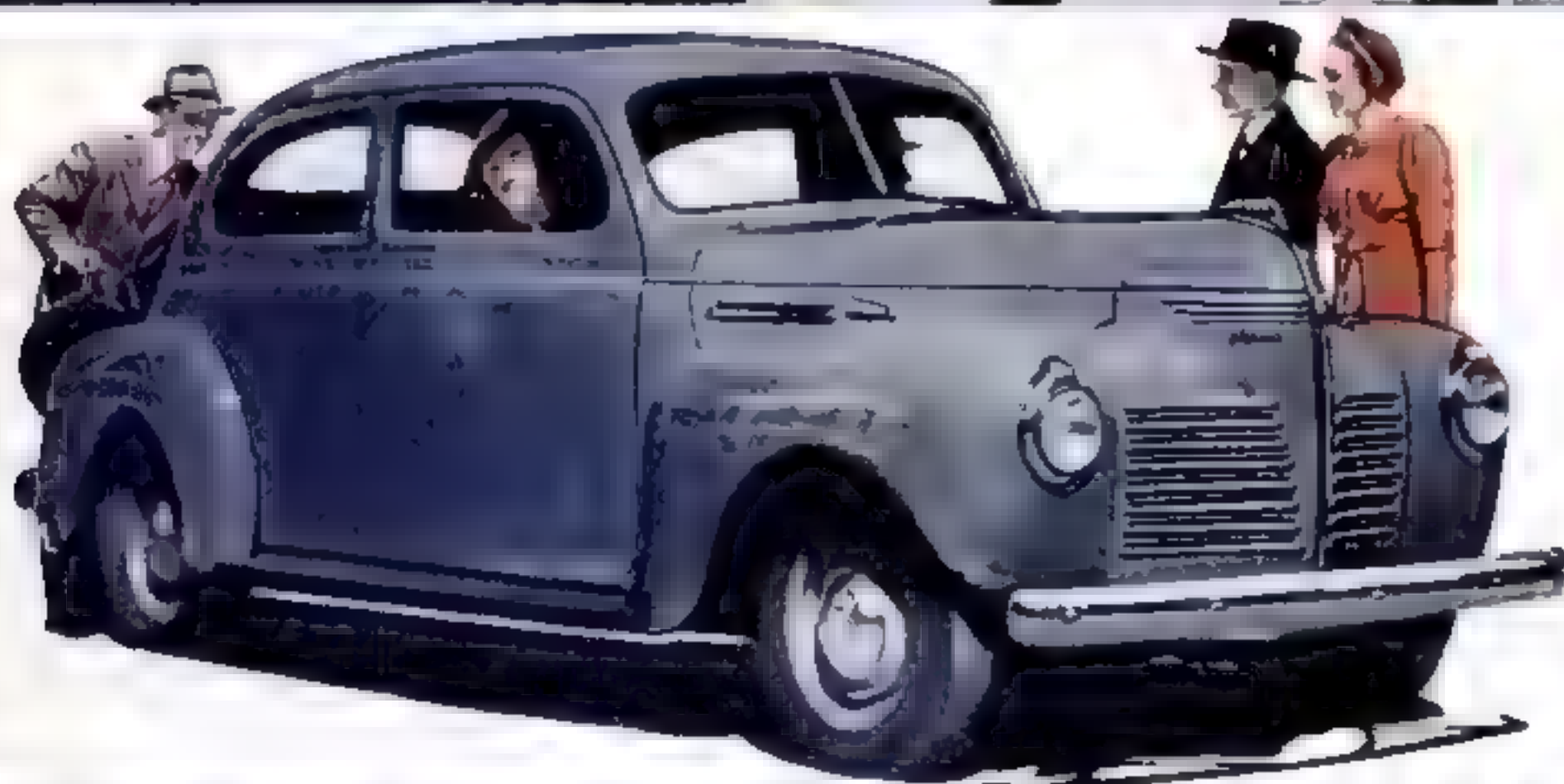
# This "One-Two" Comparison Will Open Your Eyes!

- ① You can see a quick comparison of "All 3" low-priced cars in size, safety, comfort, and luxury—on the 1940 Quality Chart.
- ② Top off this valuable information by taking Plymouth's thrilling Luxury Ride. It's a revealing experience—and double assurance of your getting more car for your money in 1940.

MAKE YOUR CHOICE THIS  
EASY "ONE-TWO" WAY

1-SEE THE  
QUALITY CHART  
FOR FACTS

2-TAKE THE  
LUXURY RIDE  
FOR PROOF



Of 22 Important Features Found in High-Priced Cars—  
PLYMOUTH has 21... CAR "2" has 11... CAR "3" has 8

THERE'S a strong, impressive trend among low priced car buyers—the "re-switching to Plymouth." This brilliant car's pronounced lead in size, style, comfort, etc., makes it easily the best automobile buy of 1940!

This year, high priced cars have 22 important quality features in common. But of "All 3" low-priced cars, only Plymouth has the majority of these fea-

tures...21 of them to 11 and 8 for the other two low-priced cars!

See all the evidence on the Quality Chart...at your Plymouth dealer's. Then prove Plymouth's quality to your own satisfaction by taking the Luxury Ride.

You'll quickly see Plymouth is the one low-priced car most like the high-priced cars. And Plymouth is easy to buy!

MAJOR BOWERS, FLEET, JCPM  
SEE THE NEW PLYMOUTH COMMERCIAL PICK-UP AND PANEL DELIVERY!

## PLYMOUTH BUILDS GREAT CARS

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5,000 Retail Merchants Join Kelvinator in a New Program of Large-Volume Production and Low-Cost Selling, and now announce these Larger, Finer 1940 Refrigerators at Amazingly Low Prices.

AND

*Look at the Size!*  
*Look at the Name!*  
*Look at the Price!*



**SIZE**  
**BIG 6**  
 6 1/4 cubic foot  
 Large "Family-Size"



**NAME**  
**NEW 1940  
 KELVINATOR**  
 FROM THE OLDEST MAKER OF  
 ELECTRIC REFRIGERATORS



**PRICE**  
**\$119<sup>95</sup>\***  
 DELIVERED IN YOUR KITCHEN  
 WITH 5 YEAR PROTECTION PLAN

ON THE OPPOSITE PAGE, you'll see 1940 Kelvinator Electric Refrigerators at startling new low prices. These are new 1940 models and not obsolete, last year refrigerators.

This is the ringing answer of a company and its 5000 dealers, to a nation-wide need—for a larger, finer refrigerator at a much lower price.

Knowing that millions of families need to replace obsolete, uneconomical, undersized models—knowing that millions of others have yet to own their first refrigerator—Kelvinator has adopted an entirely new building and selling program!

#### HOW KELVINATOR DID IT

**FIRST**, we found a more efficient way to distribute Kelvinator products . . . and we cut the cost of selling. This made a big saving.

**SECOND**, by putting 96% of our production on six-cubic-foot-size models and larger, we are able to build big refrigerators at a lower cost.

**THIRD**, anticipating greatly increased sales, we are doubling our production schedules, and passing on the manufacturing savings to you.

Frankly, the prices speak for themselves. Even in the face of rising costs they are \$30.00 to \$60.00 less than last year . . . size for size . . . quality for quality . . . right through the complete Kelvinator household line.

Just compare the quality of the 1940 SS-6 model shown at the right with America's most expensive electric refrigerators!

#### FINEST KELVINATORS EVER MADE

Look at its operating unit . . . the famous, cost-cutting Polarsphere sealed unit.

Look at its cabinet . . . welded-steel, all porcelain-on-steel lining inside; finished in bright, long-life Permalux outside. More than 11 square feet of shelf space. Two extra-fast freezing shelves with 4 trays that deliver 84 big ice cubes in one quick freezing.

Look at its fine features: Automatic light. Kelvin Control that permits you to regulate freezing speeds and cabinet temperatures. Space for frozen food storage. Big cold storage tray for meats. Seventeen other features!

You get full assurance of satisfaction by the Five Year Protection Plan, offered by America's oldest maker of Electric Refrigerators.

Other 1940 Kelvinator values in big 6-cubic-foot-size refrigerators are shown at the right. They, too, are values that shatter all precedent.

See them, especially the models with the revolutionary new "Moist-Master" System.

Visit your Kelvinator dealer (he alone has these values)—and remember, you can't go wrong on picking the best 1940 refrigerator if you do these three things: Look at the Size! Look at the Name! Look at the Price!

KELVINATOR DIVISION,  
 NASH-KELVINATOR CORP., DETROIT, MICH.



To help you decide for yourself, your Kelvinator dealer will gladly give you a "consumer" booklet, "The 1940 Refrigerator Guide", containing authoritative information on 1940 refrigerator values. Get your copy before you buy!

*OFFERED TODAY BY 5000*



# HERE IT IS!



## TAKE ADVANTAGE OF POLARSPHERE SAVINGS

Kelvinator's sensational Polarsphere saves many dollars yearly on current costs alone. The Polarsphere sealed unit uses current less than 20% of the time and has sufficient capacity to keep five refrigerators cold under average household conditions. Sealed in system—never requires oiling, has what we believe to be the finest record for trouble-free performance of any cold-making unit used in electric refrigerators today.

See Kelvinator's new 1940 Electric Ranges, Washers and Electric Water Heaters. A complete line of the biggest values we've ever offered. See them at your dealer's and compare with others!

*\*Prices suggested are for delivery in your kitchen with 1 Year Protection Plan. They are exclusive of state and local taxes. Prices are slightly higher west of the Rockies.*

© 1940 Kelvinator Corp. 120

A COMPLETE LINE,  
FEATURING FIVE 1940  
KELVINATOR SIXES  
Model SS-6, in main illustration at  
left, Only \$119.95\*



WANT A COMPLETELY EQUIPPED REFRIGERATOR? Model S-6 features complete equipment... big vegetable bin, new-type ice trays, sliding crispers. Compare with \$180 refrigerators. Kelvinator's price—through its new price program—**\$139.95\***—now only



WANT "MOIST-COLD"? Model HS-6 has the new "Moist-Master" System. Higher humidities, decreasing loss of moisture from foods. Compare with models at \$230. Kelvinator's price—through its new price program—**\$169.95\***—now only



WANT ALL DELUXE FEATURES? Model Z-6 has Deluxe equipment... 3 Crispers, Cold Chest, new Speedy Cube trays, etc. Compare it with \$210 refrigerators. Kelvinator's price—through its new price program—**\$179.95\***—now only



WANT THE PINEST REFRIGERATOR EVER MADE? Then you want the HD-6! Has all conveniences, plus "Moist-Master" System! Compare it with any refrigerator from \$230 to \$300. Kelvinator's price—through its new price program—**\$209.95\***—now only

# KELVINATOR DEALERS



*Two letters that made  
a great name for themselves*



DE LUXE

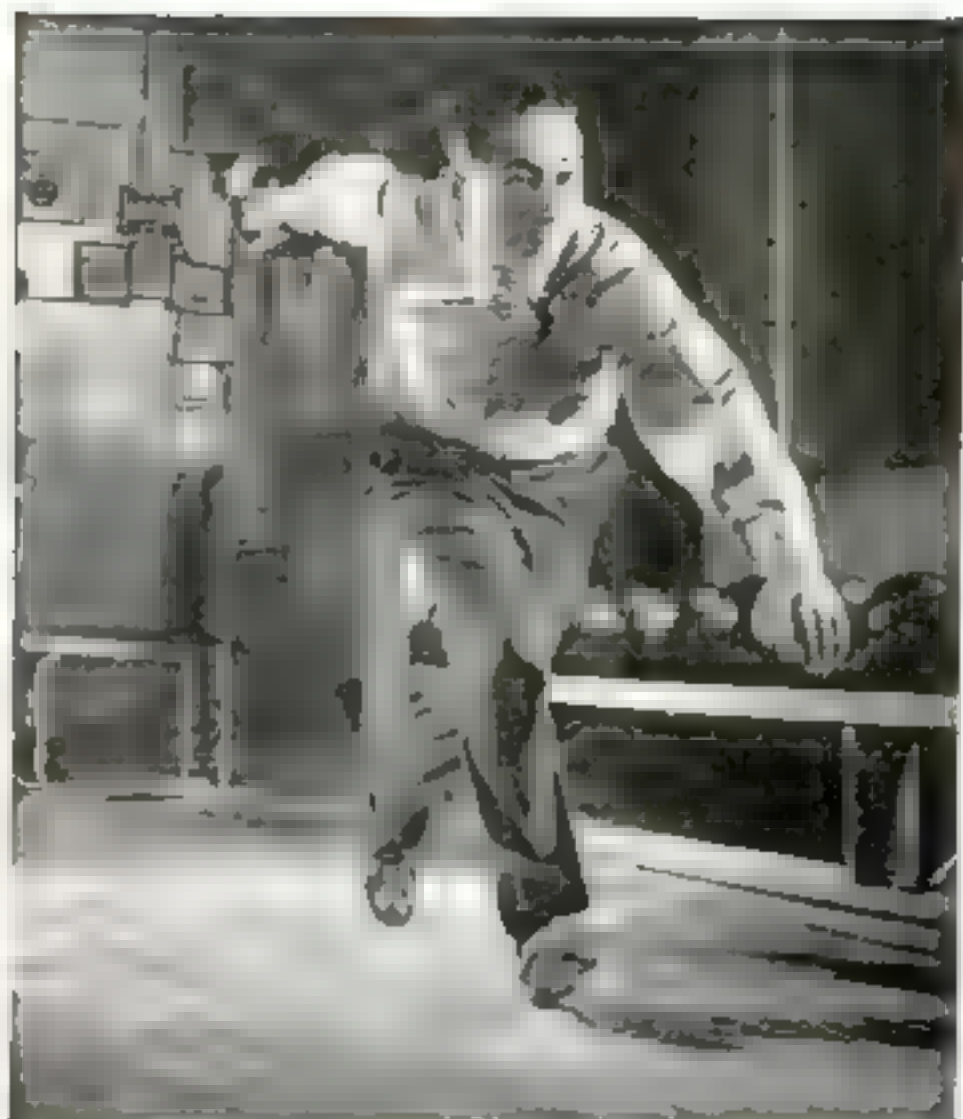
Mention these two little letters whenever you order a drink, and you can be sure of getting the finest blended whiskey America's greatest distillers have ever made! There has been little or no publicity on P.M. for over 4 years, but the memory of that superlative quality has kept men asking for P.M. in all the finer clubs and more ultra bars and restaurants until today these two letters are the buy-word for quality!

*Say "P. M." and serve P. M.*



# BOWLING

Joe Falcaro and Ned Day show its fundamentals and some of its tricks



EYES AHEAD, FALCARO SWINGS ARM. BELOW: STRIKE

The human jack-in-the-box below has just bowled his twelfth consecutive strike. As he watches the ball ricochet precariously near the right gutter, look toward the head pin: he is nervous. It seems off line. But then, as the ball crashes into pins and topples them in every direction, he pumps three feet in air. They all fall. It is a perfect game. Score: 300.

The fact that 44-year-old Jack "Chesty" Falcaro bowled this one perfect game would make him a great bowler. The fact that he has bowled 40 such games and in five years has averaged 218 per game, makes him just about the world's greatest bowler. One reason he is so good is that he has been bowling since he was 10. Then, just arrived from Naples, he was living in poverty on New York's East Side,

working as pin boy at 50¢ a day. Often he was fired for rolling balls down the alley. At 17, however, he was good enough to give exhibitions.

Few men can challenge Falcaro's claim that he is world's best bowler. One who does challenge it is 30-year-old Ned Day of Chicago. A bowler for only twelve years, Day calls himself "World's Individual Match-Game Champion," has just written a book called *better bowling*. Day and Falcaro are bitter rivals and even they cannot be sure which is better.

Both Day and Falcaro agree, however, that nobody can be a good bowler without learning fundamentals. On the next two pages LIFE presents pictures, used in Day's book, which show those fundamentals. Then follows page of trick shots by Falcaro.





## BOWLING (continued)

### Four-step delivery is beginner's best

A beginner, says Day in *Better Bowling*, must first select a ball that fits well. It may be either two or three fingered but should hang with the weight evenly distributed between thumb and fingers. The delivery shown at right is best to start with. It is simple, requires neither a long nor short step and gives plenty of time to swing the ball unhurriedly. It is important to notice that ball and foot go into action simultaneously.

### Five-step delivery uses shorter steps

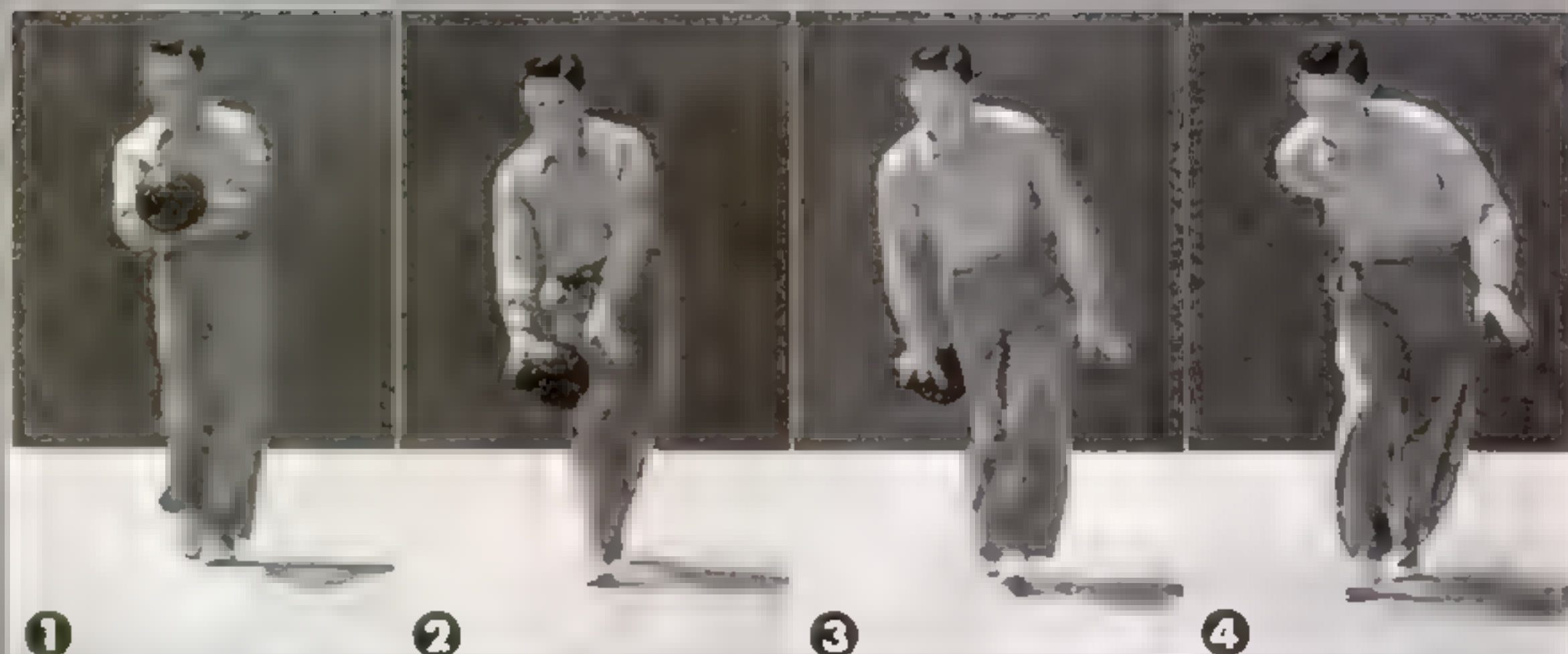
Anybody who takes a short step should use the five-step delivery at right. It will give more rhythm to the delivery. Be careful, however, not to speed up the last three steps. This may bring body to foul line ahead of the ball swing. Another type of delivery, the three-step, not shown here, may be suitable for muscular bowlers. In this delivery the approach is only 10 ft. It is more walk than run. Timing is difficult, however.

### Accurate hook ball gets many strikes

A hook ball, executed by twisting ball from right to left at delivery, gets the greatest percentage of strikes. A perfect hook ball, knocking down all pins, is shown at right. The ball hooks sharply to the left, crashes into the one-three pocket. The sharp angle reduces deflection off pins and carries ball through to catch the difficult five pin.

### Angling for spares is most important

It is most important to knock down spare breaks. Basic rule is to use as wide an angle as possible. If the No. 7 pin were standing near the left gutter, the ball should be delivered near right gutter, cross the entire alley. The photographs at right show one-two-four ten split and how to get it. This split resists from a hook ball which does not quite reach the head pin.



THREE STEP BALL WELL BACK



LEFT FOOT TAKES FIRST STEP—KEEP ELBOWS ALONG TO SIDE

SECOND STEP BALL FORWARD

RIGHT ARM IS NOW STRAIGHT



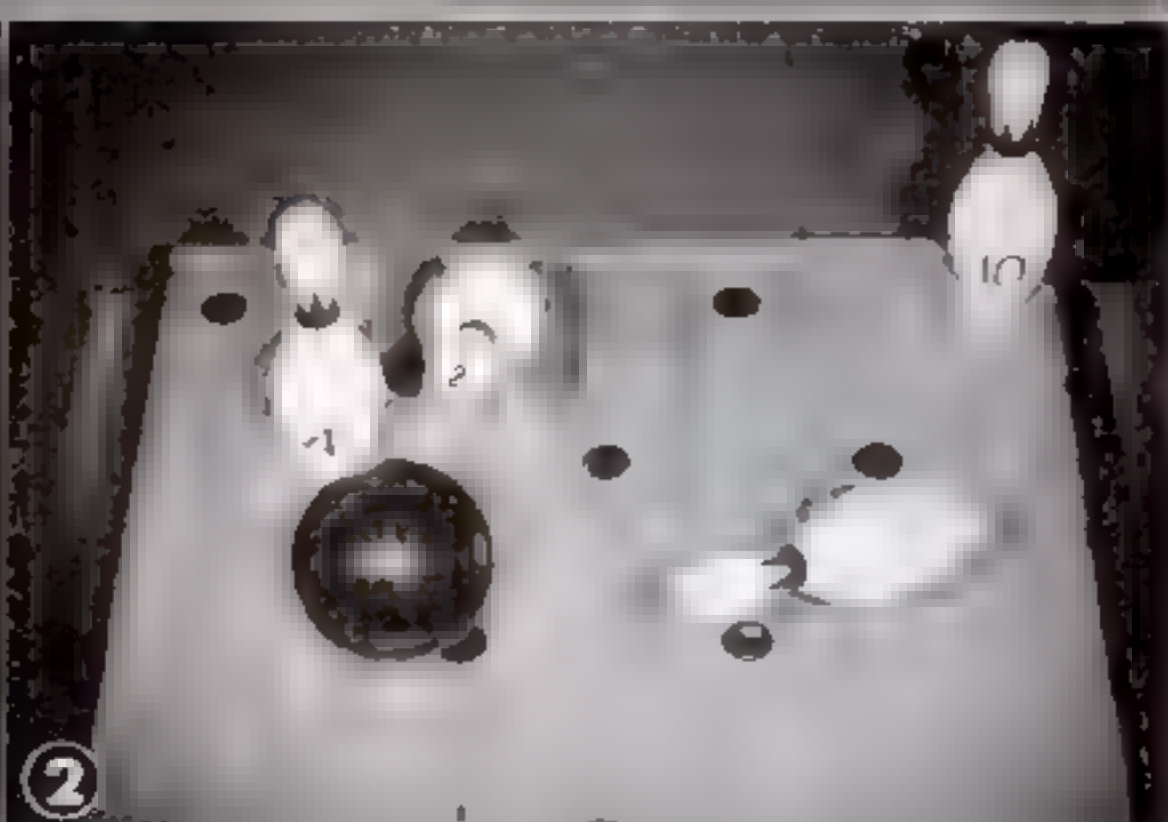
HOOKE BALL HIT HEAD PIN SLIGHTLY TO RIGHT OF CENTER



HEAD PIN SHOTS LEFT, NO. 2 KNOCKS DOWN CENTER PIN

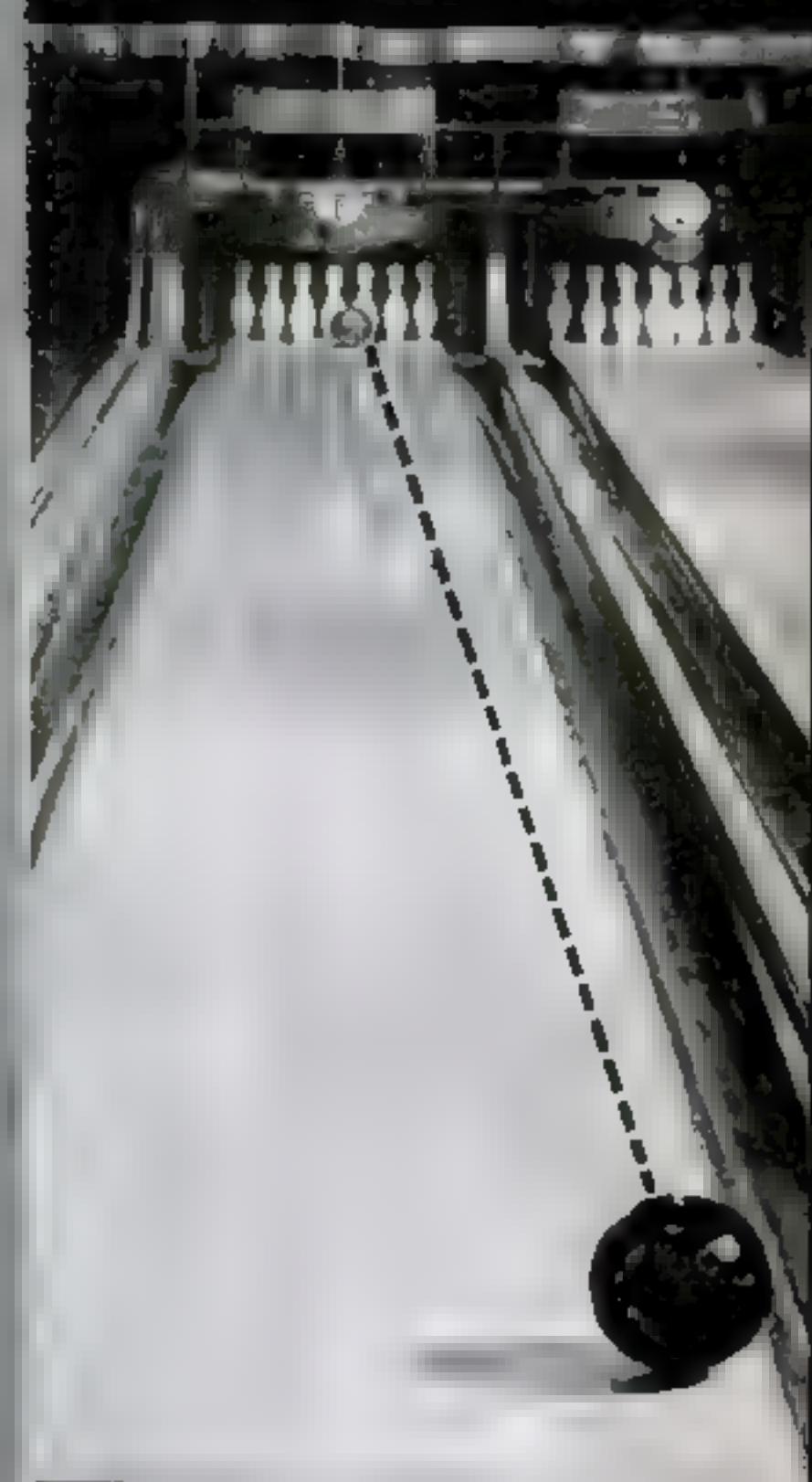
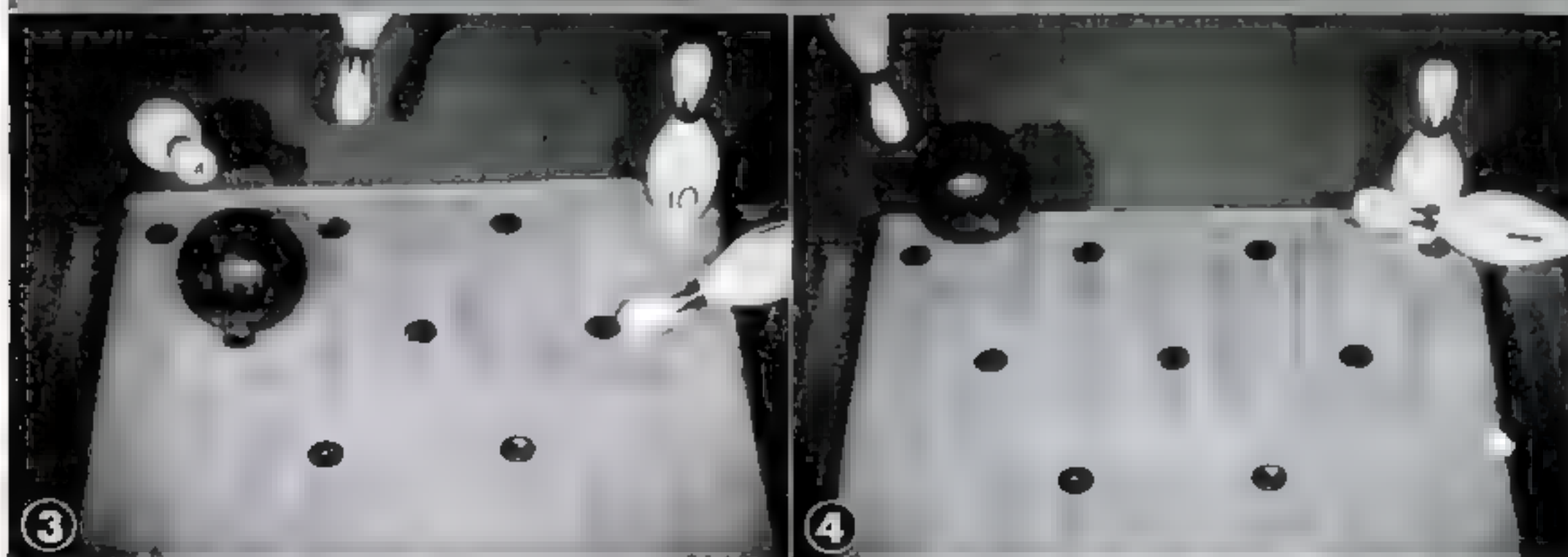
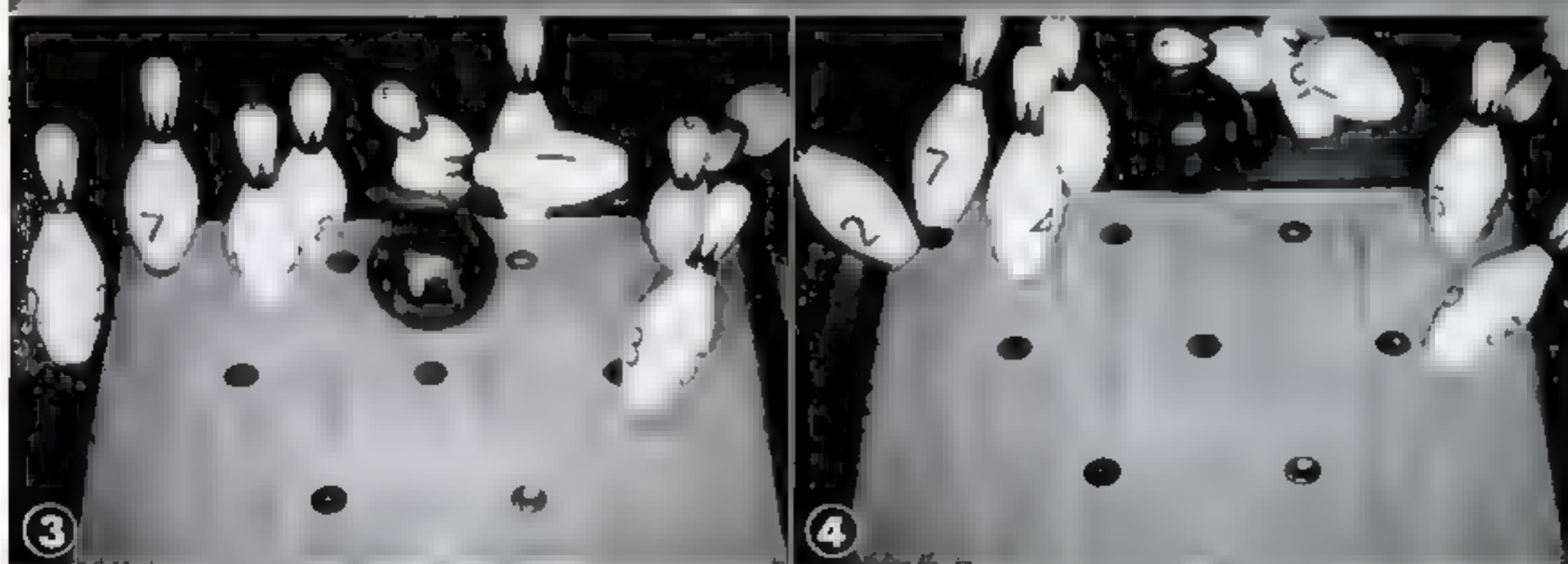
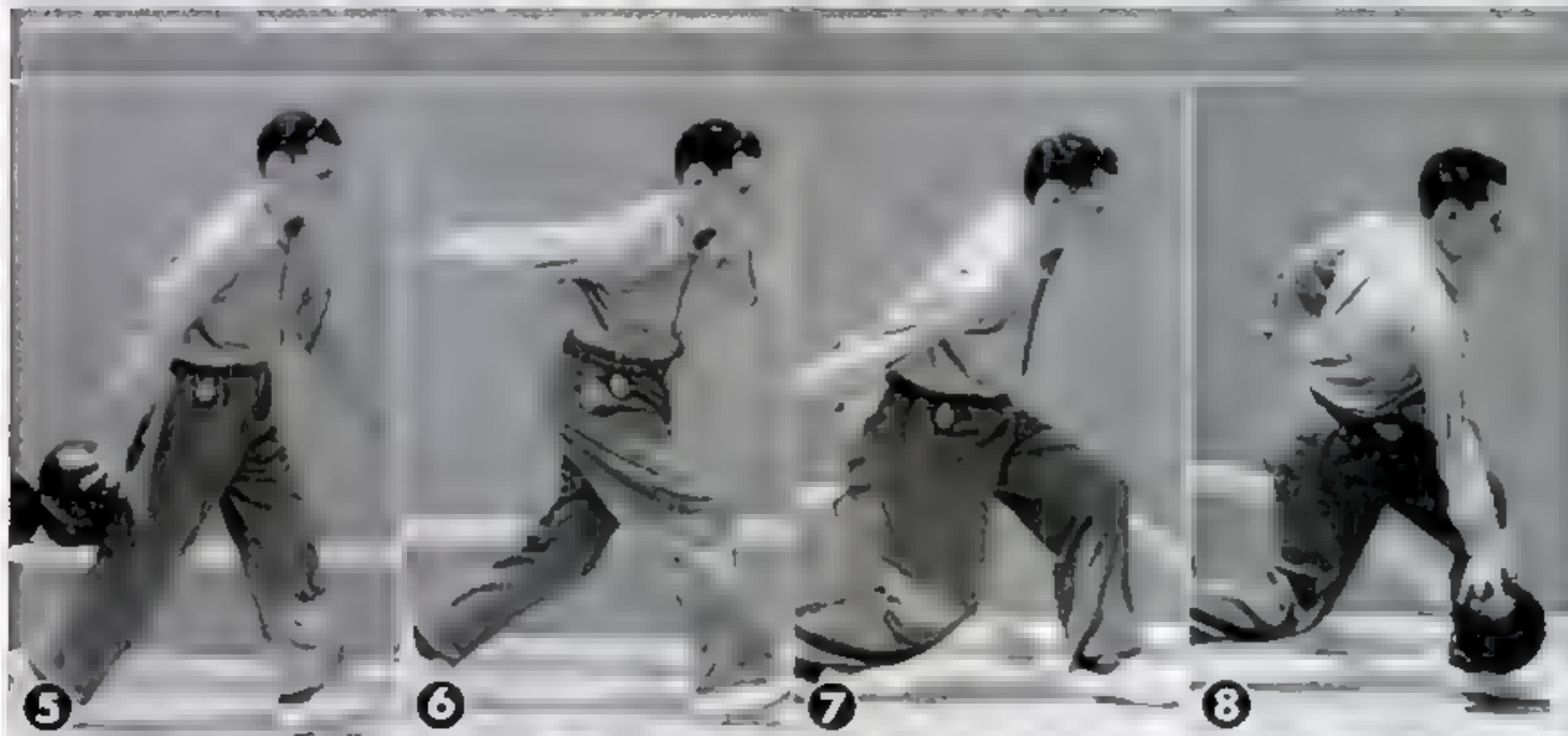
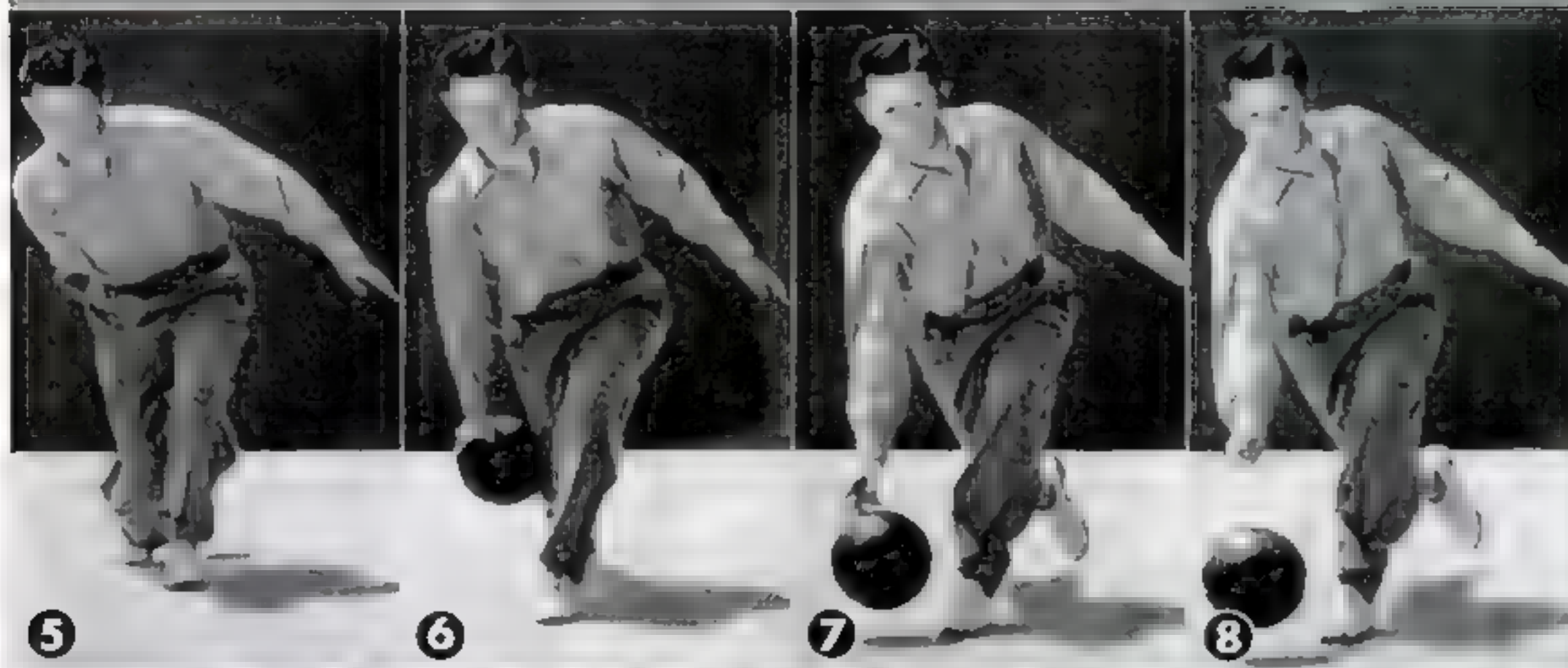


ROLLED FROM RIGHT GUTTER, BALL HITS LEFT SIDE OF HEAD PIN

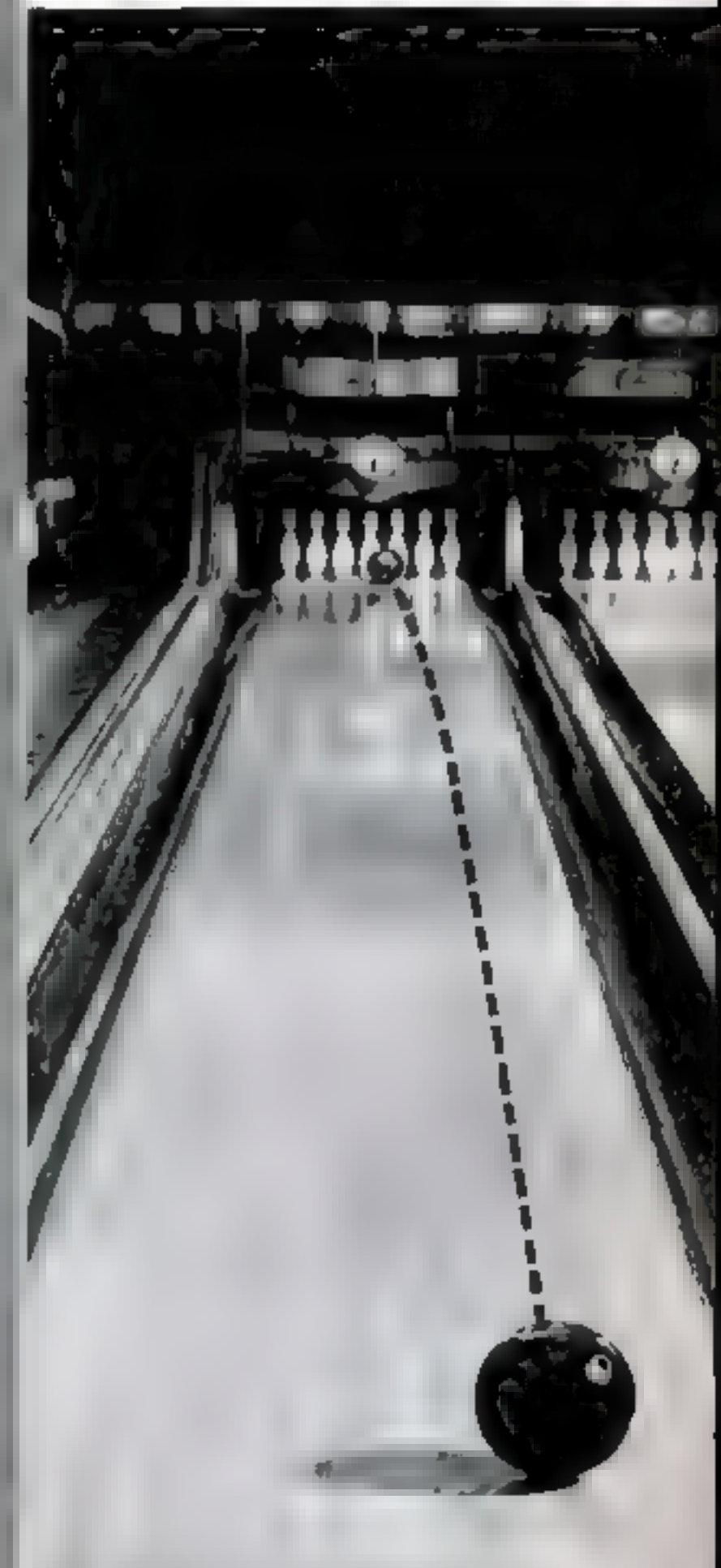


HEAD PIN ROLLS RIGHT, AS BALL VEERS LEFT, KNOCKS NO. 2





**Straight ball** is easiest to throw. Delivery is from right corner toward middle pocket. Below, the hook ball is most effective delivery. It is used by experts.





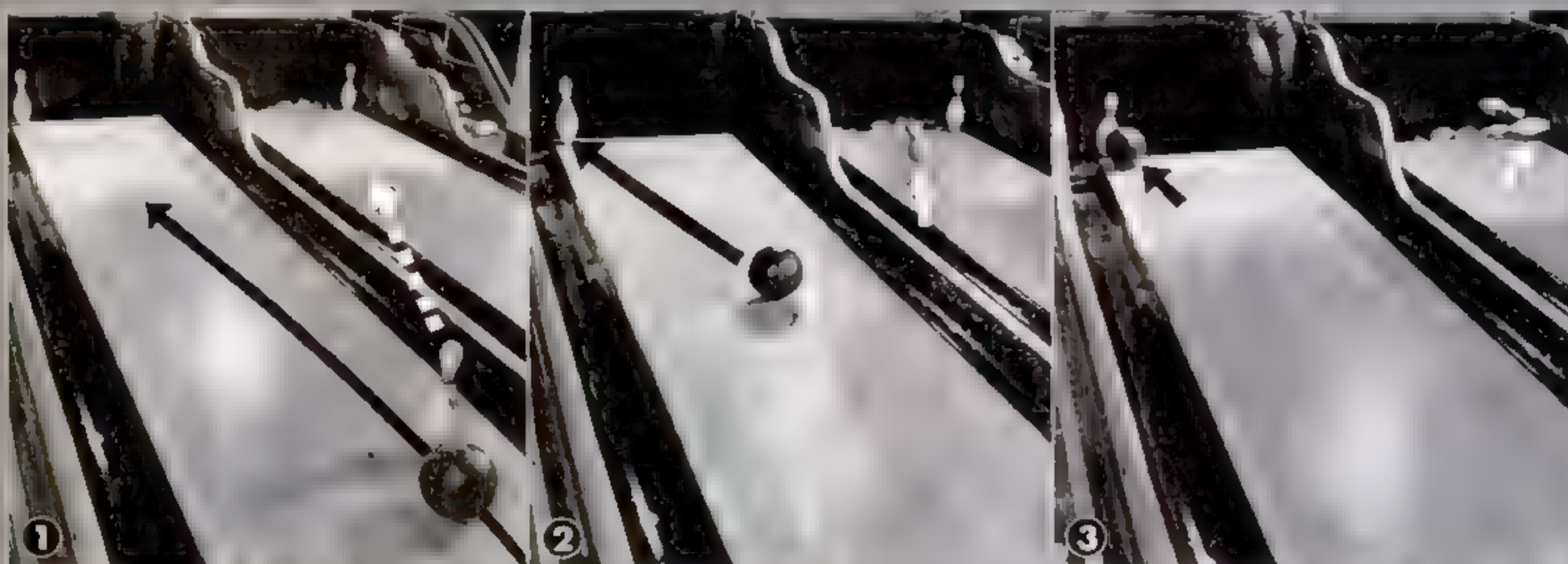
# VERY FEW OF AMERICA'S 15 MILLION BOWLERS CAN DO TRICKS LIKE FALCARO

There are 15,000,000 bowlers in the U. S. Most of them, whether dentists, garagemen, brokers or actors, bowl once a week on their neighborhood alleys. A generation ago those alleys would have been dangerous to visit. They were most likely part of the neighborhood saloon, frequented by gamblers and rowdies. Bowlers used their fists and carried clubs and brass knuckles. But, within the last 20 years, all this has changed. Alleys today are bright and clean, safe even for women. In fact, this season there are 3,000,000 women bowlers in the country, with the number increasing every day.

Not many of these millions of bowlers, men or women, are very good. They are either too fat or too old or haven't taken time to learn the funda-

mentals shown on the last two pages. Most of them seldom shoot above 100, average 150. Some, who have learned the fundamentals, average 180. Only a score of experts, almost all of whom claim to be world's champion, regularly shoot 200.

Few even of these so-called champions can do the tricks done by Joe Falcara on this page. Probably the only bowler in the world who is as good a trick shot as Joe is Andy Varapapa, also of New York. They are both wonderful to watch, even though their tricks have little to do with actual bowling. When they bowl, the ball acts as if it were a puppet on a string. It stops in mid alley, cuts to right or left, loops in and out of gutters and even, *as below*, knocks a pin clean out of one alley into another.







# AMERICA DRINKS 22 MILLION CUPS

OF A&P COFFEE EACH DAY

**N**O other coffee, anywhere, at any time, has ever won such tremendous popularity. So gloriously good is A&P Coffee that day after day America drinks more than 22 million cups of it! Every 7th family in America relishes A&P Coffee as the biggest little thing in life. When you drink your first cup you'll instantly agree that the tangy fragrance and rich flavor of these choice coffees, roasted to the peak of perfection, bring joy to a coffee lover's heart.

Ordinarily such fine coffee would be expensive, but because A&P brings it direct from plantation to you—eliminating many in-between profits and extra handling charges—you get it at an amazingly low price. Thousands save up to 10 cents a pound on A&P Coffee—a notable example of the way A&P reduces the cost of living in American homes. Just try this taste-thrilling coffee! Convince yourself that there just isn't any finer coffee anywhere . . . at any price!

AT ALL A&P FOOD STORES

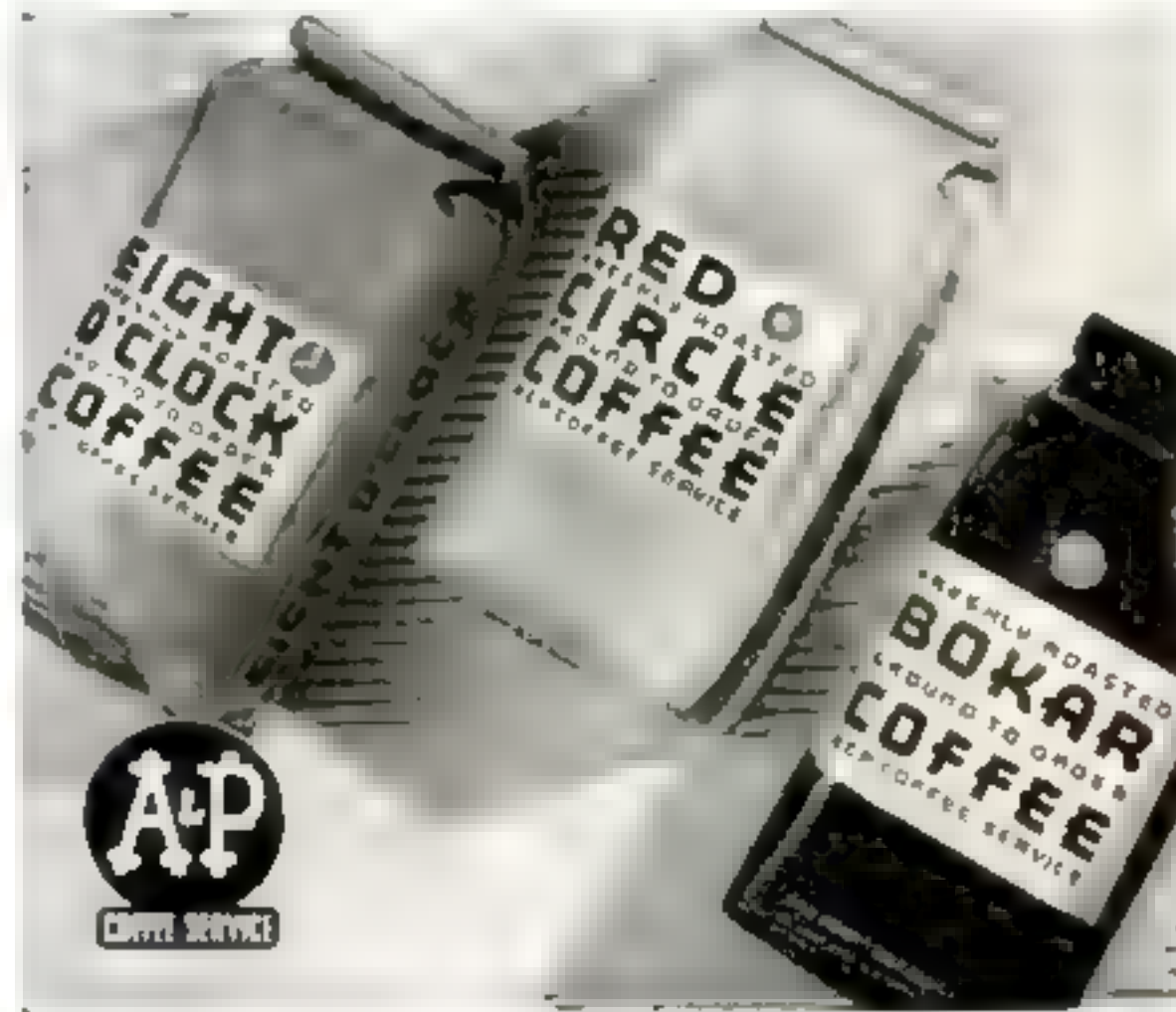


Each day, 22 million empty coffee cups reflect the satisfaction which one in every seven American families finds in A&P Coffee. This overwhelming popularity is brought home to you when you realize there are 10,000 different brands of coffee to choose from. Don't forego the daily pleasure of A&P coffee, you too will regard it as the biggest little thing in life!

We will grind your A&P Coffee exactly right for your coffee pot. For Regular Pot, *coarse*; for Percolator, *medium*; for Drip Pot, *fine*; for Vacuum Pot, *extra fine*.



Every seventh family in America enjoys A&P Coffee—and, rightly so, for it's the pick of the plantations, roasted to the peak of flavor, sold in the flavor-packed bean and ground only at the moment of purchase in A&P Food Stores. In this way and only in this way do you get the full, fresh flavor of coffee at its glorious best.



Take your choice of the three distinctive blends of delicious A&P Coffee. They differ only in flavor. Eight O'Clock is mild and mellow, Red Circle, rich and full-bodied, Bokar, vigorous and winery.





# We want you to feel at home *wherever good beer is sold*

The brewing industry wants *every* place where beer is sold to be as clean and wholesome as beer itself.

Out of a quarter of a million retail establishments selling beer, however, there are bound to be a few "black sheep" retailers who disobey the law or permit anti-social conditions. For your protection... and also to protect our own business... we want those places *cleaned up or closed up*.

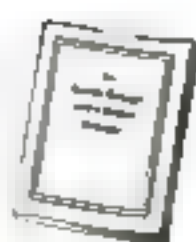
And we're *doing* something about it! The brewing industry has a program to keep beer's surroundings wholesome. This program *cooperates* with law enforcement agencies. It has been remarkably successful... and is being extended as rapidly as possible.



HOW BEER CHANGED THE COURSE OF AMERICAN HISTORY IN 1620. Did you know that the Pilgrims in the Mayflower landed at Plymouth Rock instead of Virginia because their provisions were nearly exhausted, *especially their beer*? This is told in an old Pilgrim manuscript.

AN AMERICAN SOCIAL CONTRIBUTION. You'll want to know about it. Send for FREE booklet

Address: United Brewers Industrial Foundation, Dept. A11, 21 East 40th St., New York.



BEER... A BEVERAGE OF MODERATION FOR THE NATION



ONE MILLION DOLLARS EVERY 24 HOURS... Beer contributes a million dollars a day in taxes... more than 400 million dollars a year... to help pay the costs of government

If there were no beer to pay these taxes, who would pay them?



## SCIENCE

### M.I.T. PROFESSOR LAYS OLD GHOSTS MADE BY CAMERA LENS'S REFLECTION

Since Daguerre, photographers have been troubled by "ghosts." These ghosts, which appear as flaring rings of light like those in the upper picture on the opposite page, are caused by reflections from the glass surfaces of a lens when it is pointed at a bright light. Recently photographers heard some of the best news in years. Dr. C. Hawley Cartwright, young physics professor at Massachusetts Institute of Technology, had laid their ghosts by working out a way to kill reflections permanently.

LIFE first reported "invisible glass" last year (Jan. 23, 1939) and told how a thin film on a glass surface makes reflected light cancel itself out and disappear. Dr. Cartwright's method is based on the same physical principle but, instead of using delicate films of soap, he evaporates a hard, durable coating of calcium, magnesium or other metallic fluoride .000004-in. thick on the lens's surfaces. To prove the simplicity of his new technique, Dr. Cartwright treated a lens for LIFE's Photographer Otto Hagel, as shown below. Photographs taken of the same subject with the lens before and after treatment are shown on the next page.



PROFESSOR CARTWRIGHT ABOUT TO TREAT A LENS AT M.I.T.





**Before and after:** photo above with untreated lens shows the subject's face obscured by "ghosts" from flashlight and candle shining into lens; photo with treated lens (*below*) clearly shows the face, candle and light.



I CALL DODGE  
THE 100% CAR BECAUSE  
IT NOT ONLY HAS  
GOOD LOOKS AND LUXURY,  
BUT THE GREATEST  
ENGINEERING IN  
THE BUSINESS!



**GEORGE H. MEHLER**, Chemical Engineer, St. Louis, Mo.

THIS IS OUR  
THIRD DODGE...  
AND IT'S THE  
GREATEST  
MONEY-SAVER  
OF THEM ALL!



**EDNA GRAVES**, Buyer, Detroit, Mich.

WE SAVED \$400  
BY BUYING DODGE!  
WE LIKE IT BETTER  
THAN THE CAR WE  
WERE GOING TO  
PAY \$1350 FOR!



**JESS E. RAUCH**, Refrigeration Engineer, California Refrigerator Co.

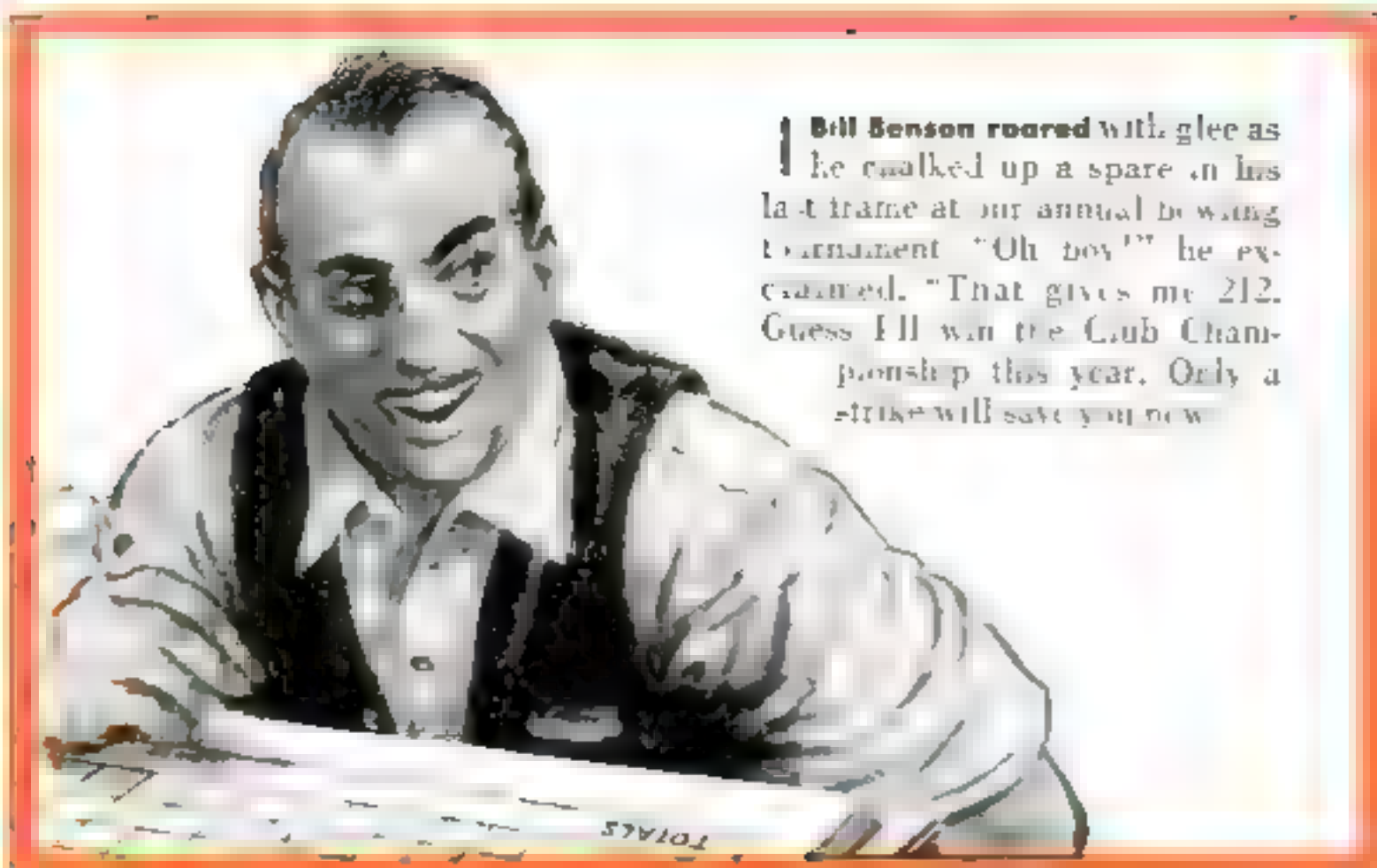
★ **DODGE ENGINEERING** ★  
**COSTS NOTHING EXTRA**

DODGE PRICES START AT \$755 FOR THE COUPE, DELIVERED IN DETROIT. ALL FEDERAL TAXES AND ALL STANDARD EQUIPMENT INCLUDED. TRANSPORTATION, STATE AND LOCAL TAXES (IF ANY), EXTRA.



# ADVERTISING SYMBOLS GLORIFIED

This spring, men and women susceptible to the graphic temptations of American advertising will be startled by the sight of C. I. V. powder puffs, Ballantine rings, Maxwell House coffee cups, Sonoma Valley wine grapes, horses, Bell telephone-system bells and other symbols of American life popping out at them from women's turbans, dresses, blouses, scarves and



Bill Benson roared with glee as he chalked up a spare in his last frame at our annual bowling tournament. "Oh boy!" he exclaimed. "That gives me 212. Guess I'll win the Club Championship this year. Only a strike will save you now."



And — socko! I blasted a strike. Those ten pins went sky high and the trophy was mine! I'm happy as a lark, anyhow, and that drink with No Rough Edges sure Doubled My Enjoyment! And, after his second sip, Bill said, "Even if I did lose, this TEN HIGH 'strikes' me just right!"

**GET THAT  
TEN HIGH  
SMILE**



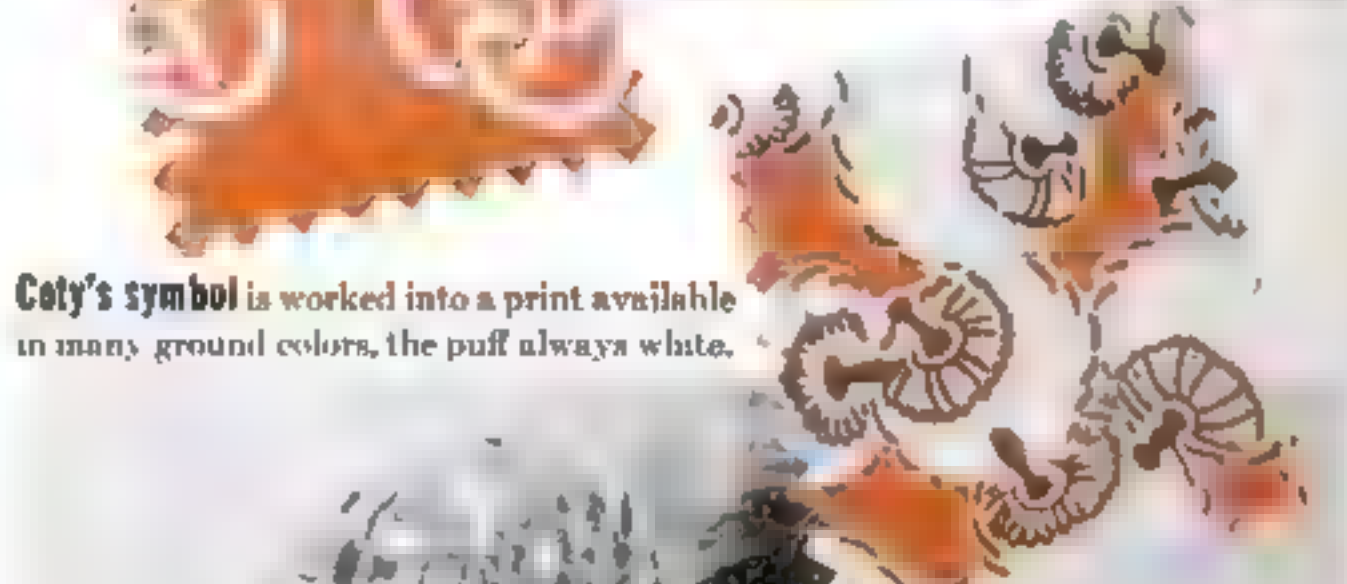
I'LL BET TEN HIGH  
WILL 'STRIKE' YOUR  
TASTE JUST RIGHT,  
TOO, JUST TRY  
THIS SWELL  
STRAIGHT WHISKEY  
WITH "NO  
ROUGH  
EDGES"



STRAIGHT BOURBON WHISKEY • STRAIGHT RYE WHISKEY  
*Double your enjoyment with Ten High*



Ballantine's trademark, exact replica of beer containers, makes a perfect



Coty's symbol is worked into a print available in many ground colors, the puff always white.





## IN NEW PRINTS FOR SPRING CLOTHES

bags. This unique promotion is the result of a brainstorm that hit the stylists of Princess Fabrics. In their annual search for new spring-print designs, this year they hit upon the idea of glorifying famous American trademarks. Fourteen well-known symbols have been made into fabric prints. Ten of the prints are shown on these pages and the one following.



Grayhound symbol, trademark for bus lines, makes a sleek, stripe-like pattern.

Pontiac makes an interesting pattern by varying the direction of Indian head.

CONTINUED ON NEXT PAGE

## LOOK



THIS SIGN on a gasoline pump means that lead (tetraethyl), a liquid, has been added to the gasoline to improve its anti-knock quality. More than three-fourths of all the motor fuel sold today in the United States and Canada is "leaded" gasoline. Lead tetraethyl is manufactured by the Ethyl Gasoline Corporation.



THE "ETHYL" EMBLEM on a pump or its globe means that: 1. The gasoline contains enough lead (tetraethyl) for highest anti-knock. 2. It is your gasoline dealer's finest grade of motor fuel. 3. It permits you to have your engine's spark advanced closest to the point of maximum power and economy, without "knock" or "ping."

## REMEMBER!

*The better the gas -  
The better your car!*

THIS MONDAY NIGHT... Tune in "Tune-Up Time," featuring Andre Kostelanetz and Tony Martin. Columbia Broadcasting System, 8 P.M., E.S.T.; 7 P.M., C.S.T. — 10 P.M., M.S.T.; 9 P.M., P.S.T.



*Developed for your baby  
in a priceless laboratory!*

*was why I urged my husband,  
Dan Gerber, to pioneer in strained  
foods years ago—  
Little Sally, my second baby,  
was our real "laboratory"—  
and it was a joy to see how  
she simply blossomed on the  
home-grown vegetables and  
other foods the experts pre-  
pared for her!! I knew the  
results were better—much  
better—than I could achieve  
in my own kitchen.  
Mrs. Dan Gerber.*

*P.S.—Gerber's cereal food was  
developed by the dietitians in  
time for Gay, my fourth baby.*





**YOUR BABY  
GETS SALLY'S OWN  
HOME-GROWN  
VEGETABLES...**

They're big and plump and luscious—jamful of all the precious nourishment that scientific seed selection and careful growing could put into them. And then right after harvesting they're cooked, tenderly, clear through—first, to retain vitamins and minerals to a high degree—second, to save even the natural color and rich flavor for your baby.

**and GAY'S  
NEW SCIENTIFIC  
BABY CEREAL!**

Gerber's Dry Pre-Cooked Cereal Food was made specially for babies with the aid of specialists in baby nutrition. It offers your youngster the particular advantages of pleasant flavor (happy meals!) and the nourishment value of being enriched in the important iron and vitamin B<sub>1</sub>. It's easy to digest. And it's both simple and economical to serve—just mix with milk or formula to a smooth consistency.

**Gerber's Baby Foods**



**GERBER'S CEREAL FOOD and  
GERBER'S STRAINED FOODS**

Apricot and Apple Sauce... Apple  
Sauce... Beets... Carrots... Cereal... Green  
Beans... Liver Soup with Vegetables... Meatless  
Soup... Peas... Prunes... Spinach... Vegetable Soup  
Two New Desserts: Custard Pudding Pear and Pineapple

**New!**

Gerber's  
Junior Foods in 8  
delicious varieties  
including chopped  
vegetables



**Maxwell House** coffee cups drip up and down  
in this print. Symbol dresses cost \$15 to \$20.



**MAXWELL HOUSE**



**UNEEDA BISCUIT**



**BELL TELEPHONE**



**WRIGLEY'S SPEARMINT**



**SOGOHY-VACUUM**



**PLANTERS PEANUT**



# America's LOWEST PRICED STRAIGHT 8...HUDSON

Officially Proved Greatest Performer of Them All



Car shown is new Hudson Eight Touring Sedan, \$952\*, delivered in Detroit



**"WHEN I WANT TO GO... I WANT TO GO!"** I love a parade, as long as I can lead it, and I never drove a car with so much real zip and go as my new Hudson Eight. And its economy amazes me every day!"

All the beauty, luxury and roominess these pictures promise are yours in this great car.

There's the rich, enduring quality of genuine Hockanum Woolen upholstery; the buoyant, unmatched restfulness of Airfoam Seat Cushions. There's riding and driving ease that lifts you to a new high in enjoyment.

But what you *can't* see is that this car has *more than one horsepower for every inch of wheelbase!* With John Cobb, noted British sportsman, at the wheel, it

set a new official record for the stock car flying mile... then went on to beat anything any other car in its class had ever done—from one to 1000 miles.

Yet, in official economy tests, it not only beat the best ever done by any straight eight, but proved more economical than most small sixes.

And it has Hudson's Patented Double-Safe Brakes... finest hydraulics *plus* separate reserve mechanical system operating *automatically* from the same foot pedal. If hydraulics fail, as they can in

any car, you just push farther on the same foot pedal and STOP.

For you who love topflight performance, here's the most sensational value of this or any other year. Try it and see!

**1940 WINNERS IN EVERY POPULAR PRICE CLASS**  
New HUDSON Six, most amazing lowest priced car ever built—starting at \$670\*

New HUDSON Eight, America's lowest priced straight eight, starting at \$860\*; and new Super-Six, starting at \$809\*

New Country Club Sedans, luxury sensations of the year, starting at \$1018\*

**NEW HUDSON EIGHT PRICES START AT**

**\$860**

\*delivered in Detroit, including Federal taxes, not including state and local taxes, if any. Low rate payment terms. Prices subject to change without notice.





# BALLET DANCERS AT HIGH SPEED

Shown here are the first high-speed photographs in color ever taken of ballet dancers. They were photographed at LIFE's request by Gjon Mili, whose high-speed camera has already "frozen" the action of athletes in motion.

To the 30x100-ft. floor of Mili's studio came members of the Ballet Theatre, newly organized in New York. Dressed in colorful taffetas, satins and organzas, they pirouetted, leaped and did muscle-straining *entrechats* for some 12 hours in a period of three days until Mili feared their toes would fall off. To keep the dancers on their feet, he plied them with sandwiches and coffee.

To recreate in his studio the warm, luminous glow that lights up dancers and costumes on the real stage, Mili used an orange filter on his camera lens. To "freeze" the natural, flowing rhythm of these sensitive dancers into still pictures, photographed in Kodachrome at an exposure of approximately 1/100,000 of a second, he carefully chose those few movements from each ballet which seemed to him best to reflect the spirit of the entire dance. Thus Mili cheerfully admits, proved more difficult than "freezing" the well-established movements of athletes in action.

Week after these pictures were taken, on the immense stage of the Center Theatre in Radio City the Ballet Theatre made its debut before an enthusiastic audience. A favorite in the troupe is beautiful, Texas-born Nana Gollner, 21, shown doing four intricate figures in the strip of pictures on the opposite page. Crippled with infantile paralysis at the age of 2, she has nevertheless become one of the world's best ballerinas. On the days these pictures were taken she danced with exquisite tenderness and grace, despite pain from a cracked toe in her left foot.

NANA GOLLNER'S MIRTHLE TWIRLS AS SHE DOES AN INWARD FOUETTE IN MONKIN BALLET, "VOICES OF SPRING"



WHILE THREE GIRLS STAND ON THEIR TOES, MISS GOLLNER MAKES A LEAP IN "VOICES OF SPRING"



ANDREE HOWARD AND RARI KARNAKOSKI DANCE AN ADAGIO





MISS GOLLNER PIROUETS AND YUREK SHABELEVSKI LEAPS IN "ODE TO GLORY," WHICH HE CREATED IN HONOR OF POLAND



IN "LES SYLPHIDES," A CLASSICAL BALLET, NANA GOLLNER (LEFT) DOES A CAPRIOLE AND NINA STROGANOVA PERFORMS A JETÉ





"I'M THE GIRL  
WHO USED TO  
SAY I HAD  
NO APPETITE  
FOR BREAKFAST!"



*Switch to something you'll like!*

**A secret known only to Kellogg gives Kellogg's toasted Corn Flakes their famous FLAVOR. More people like them than any other ready-to-eat cereal in the world!**

What a grand feeling it is—to see your family eating a good breakfast and enjoying it for a change! To know that your husband is well fortified for his morning's work—to see your youngsters digging right in without a word of coaxing or urging!

And that's just what happens when you give them heaping bowls of crisp, tempting Kellogg's toasted Corn Flakes—the *original* corn flakes—for breakfast!

These toasted golden-brown flakes of tender white corn have a special *flavor* that's the result of a secret known only to Kellogg. That's why more people like them than any other ready-to-eat cereal in the world!

Tomorrow morning, set out heaping bowls of Kellogg's toasted Corn Flakes. Watch your family really *enjoy* the treat—and watch how these crisp flakes tempt the children to consume a lot of extra milk! But remember—be sure to say Kellogg's before you say Corn Flakes!

Also ask for Kellogg's Corn Flakes in restaurants, hotels, dining cars.



DELICIOUS WITH FRESH,  
FROZEN, COOKED OR  
CANNED FRUIT

*Flavor does it!*

Copyright 1940 by Kellogg Company, Battle Creek, Michigan

MADE BY  
KELLOGG'S IN  
BATTLE CREEK





Chaps and a badge convert W. C. Fields into "Cuthbert J. Twillie," the sheriff.

## MOVIE OF THE WEEK:

# *My Little Chickadee*

Mae West and W. C. Fields burlesque the Westerns

**A**fter two years of inactivity, Mae West is back again. She still rolls her eyes as in *Diamond Lil* (1928) when her "Come up and see me some time" first rocked Broadway. She still wiggles her hips as in *She Done Him Wrong* (1933) when her contour changed the style of a nation. She still utters husky innuendoes as in *Belle of the Nineties* (1934) when she lifted sex from the realm of passion to the realm of parody.

But now, in Universal's *My Little Chickadee*, she is teamed, for the first time, with another star. Teamed is hardly the word, for most of *My Little Chickadee* is a vaudeville show in which first Mae West, then W. C. Fields, does an act. Fields is a medicine faker who shoots Indians with a sling-

shot, goes to bed with a goat, tends bar, cheats at cards, bathes with his gloves on, becomes sheriff of Greasewood City. Miss West is a shady lady who is kidnaped by a masked bandit, two-guns an Indian tribe, tells schoolboys the facts of life, saves Fields from a lynching.

*Chickadee* dialog blessed by the Hays office: FIELDS (after Indian valet asks if "big chief got tum new squaw"): "New is right. She hasn't been unwrapped yet." MAE WEST (after suitor wonders "what kind of woman" she is): "Too bad I can't give out samples." (When suitor suggests that "spring is the time for love"): "What's the matter with the rest of the year?" (After kiss from masked bandit): "A man's kiss is his signature."



Six-shooters are wielded by Mae West as "Flower Belle."



How to stop an overland express is demonstrated by W. C. Fields, as a medicine faker, when Milton, his Indian valet, drags him on a travois across tracks near Greasewood City.



How to win bride is revealed in this railroad courtship between "Cuthbert" Fields and "Flower Belle" West. Woos Fields. "What symmetrical digits! Soft as the fuzz on a baby's arm."



How not to spend a wedding night is learned by Fields when he discovers a goat instead of a wife in bed. Preliminary query by Fields: "Are you sleeping in your caracul coat?"



How to end a picture is shown in this scene, which gives Mae West a chance to halt the lynching mob and save Fields, whose farewell shot to her is "Come up and see me some time."









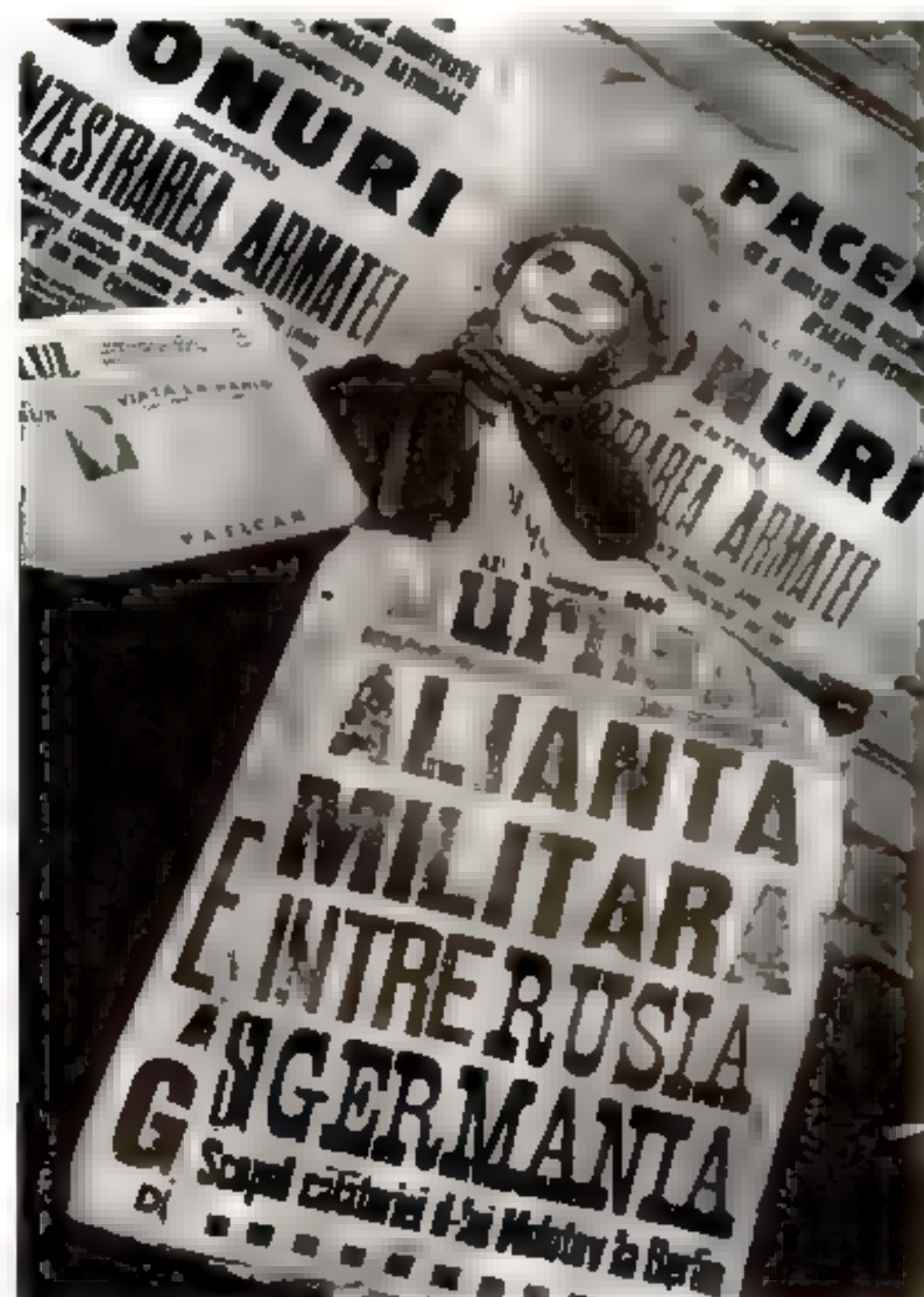




Oil refinery in the snow near Ploesti. This one belongs to Rumanian-owned company Creditul Minier, which has 91

wells and this new plant at Brasi with an annual capacity of 3,600,000 barrels. It has an affiliate in France. Rumanian

oil wells, now beginning to run dry, produce an inferior grade of oil, ineptly refined. A good deal of it runs to waste.



Russian-German Alliance, headlined in the Rumanian paper on Jan. 5, is disastrous news for Rumania, caught between the two.

# RUMANIA HAS

## GERMANY AND ALLIES FIGHT DEADLY

**A**fter five months of European war, Rumania, biggest of the Balkans, is today the likeliest candidate for the next battlefield. It is in the horrible position of owning the oil that may win or lose the war for Germany. It is, next to Russia, the biggest leak in the Allied blockade of Germany. Both German and Russian general staffs are eyeing it as the next addition to the German and Russian empires. Nothing would please the British more than to fight a slam-bang war up and down Rumania, on Germany's lines of communication. To the scene of this international tug-of-war, LIFE last month sent its able photographer Margaret Bourke-White.

Most Americans are inclined to laugh at Rumania as a musical-comedy country situated at the gates of hell. Actually its oil and wheat make it anything but a laughing matter in the tense economy of Europe. It is a little smaller than Italy, with half the people (19,500,000). Four out of five Rumanians are peasants speaking half-a-dozen different tongues. Of its neighbors (*see map*), Russia wants back Bessarabia,

Bulgaria wants back Dobruja south of the Danube, Hungary wants back the whole mountain triangle called Transylvania. Rumania got these lands as its cut of the World War booty and made permanent enemies of their old owners. Only Yugoslavia, which was also a War winner, wants nothing of Rumania.

Most Rumanian bigwigs believe that the Allies will win this war and would like to play along with them against Germany. Like the Poles, the Rumanians are most afraid of a Russian invasion and, again like the Poles, they are more likely to get a German invasion. They have mobilized 22 divisions against Russia, six against Germany. Their Army would collapse even faster than the Poles' before the German Army, even though the Germans would have to negotiate the difficult passes of the Transylvanian Alps. In case of trouble, all the Rumanian bigwigs would undoubtedly skip the country.

Germany needs at least 100,000,000 barrels of oil a year to fight a winning war. Some of this will come from Russia. The margin of victory, however, is





Oil for Germany moves in these tank cars of American Es-  
solub and British Shell out of Creditul Minier yards near

Ploegti (see opposite page). Notice that cars are marked  
for German-American Oil Co. and German Railways, con-

signed to Hamburg and Wuppertal in Germany. They were  
sent from Germany to speed up Rumanian oil shipments.

# OIL TROUBLE

## HIDDEN WAR IN NEUTRAL BALKANS

12,500,000 barrels a year out of Rumania's produc-  
tion (in 1939) of 45,000,000 barrels. Rumania's  
three biggest oil-producing companies are British-  
owned Dutch Shell's Astra Romana, French-owned  
Concordia and Standard Oil's Romano-Americana.  
Far behind is the native Creditul Minier (right).  
The foreign companies, owning 80% of Rumania's  
oil, refuse to supply it to Germany. Germany de-  
mands its contract allotments, has so far got about  
one-fourth what it expected. Bribes, fires, explo-  
sions, blackmail, murder, economic pressure and the  
competitive buying of oil and oil barges are the  
weapons in this hidden Balkan war. Since Sept. 1  
the price of Rumanian oil has zoomed from \$2 to \$6  
a barrel. Finally Germany got Soviet Russia to open  
up the railway across the corner of Russian Poland  
to help speed 430 tank cars a day from Rumania. It  
is still touch and go whether Adolf Hitler will decide  
a full dress invasion of Rumania would be easier. In  
that event, the British have cement ready to pour  
down the oil wells and "freeze" them for some time.

Photographs for LIFE by Margaret Bourke-White



Romania's trouble zones are Transylvania, Bessarabia and  
Dobruja. Oil goes to Germany by two railways and Danube.



Bucharest headquarters of Creditul Minier oil company stands  
on Bratianu ("American") Street, notable for little skyscrapers.

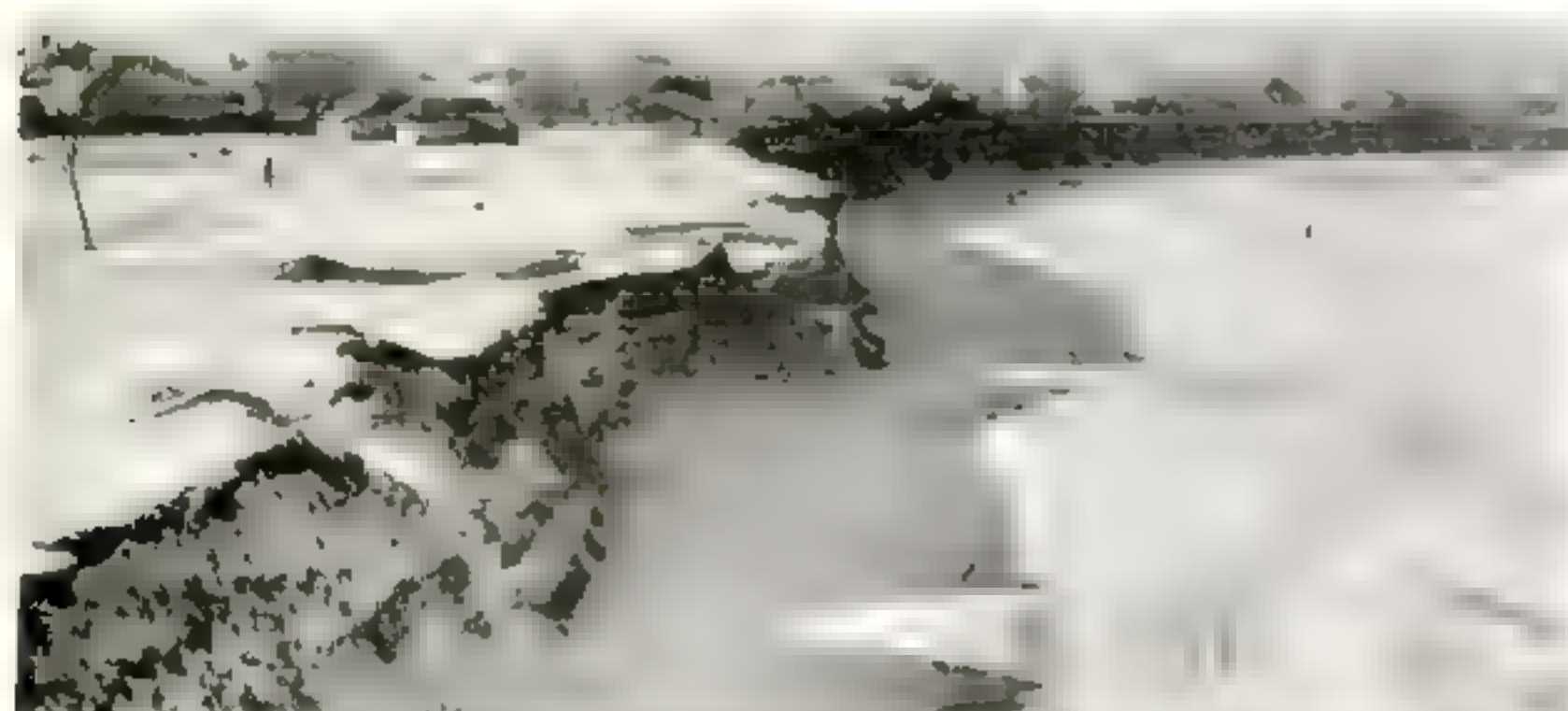


# RUMANIA (continued)

## RUSSIA WANTS BESSARABIA BACK



On Russian border in Bessarabia, LIFE's Margaret Bourke-White found Jordan Vroata living in mud hut with two rooms, one for cow, one for family. Near by is only bridge across Danube River to Russia.



Line of Rumanian defense is this high west bank of Prut River, here 70 miles from Russian border. Russian plan is to attack from north, cutting inside river line with at least 30 divisions. No heavy armor.



Facing Russia is a white cement archway of Chisinau Greek Orthodox Church (background), sanctuary for exiled White Russian priests. The inscription reads "Blest be he who comes in the name of God."



Blizzards from Siberia and Russian troops from Russian Poland can here enter Rumania, along the Siret River valley in northern Rumania. This is the Carpathian White Pass, Red Army's main route. Here the land rolls in a series of steep hills, difficult to reach by road, of the Russian Ukraine.







The Jewish quarter of Chisinau in Bessarabia is where the town's clean and prosperous shops are centered. The goods for sale usually are painted on signs outside. Goltman and Fiesel are Rumanian Jewish names. In *magazines* for the goods sold are also out and sewn. *Galantop* means notions store.



On bank of the frozen Prut, Infantryman Ion Slobozeanu, 23, stands guard duty in below-zero weather. He must do three turns of one hour apiece each day. He carries a French rifle, wears outsize boots.





Foreign Minister is Grigore Gafencu, 47, newspaper owner, wearing top medal of Michael the Brave for War heroism.



Premier is George Tatarescu, 47, shown with his 20-year-old daughter Sanda. Tatarescu is a puppet for King Carol.



Chief of Staff of Rumania's Army of 1,200,000 is tall, 220-lb. Florian Teneacu, 50, who was a major in the World War.

## BUCHAREST BUILDS MERRILY AS ARMY STUDIES DEFENSES

There is one dazzling, modern thing in Rumania and that is its capital of Bucharest. It has more than 600,000 inhabitants and is building modernistic skyscrapers as fast as Miami. The Government is working on a new Foreign Ministry, a new War College (opposite page), an Interior Ministry, just as if it expected to remain Rumania for a long time to come.

Meanwhile the country is under martial law and the world's prize concourse of spies, blondes, beads and monocles crowd the bar and corridors of Bucharest's No. 1 hotel, the Athénée Palace. About 70% of them are German. Rumanian service is spoiled by Slav slovenliness but prices in American money are

cheap. The Rumanian unit of money is the leu, officially worth seven-tenths of a cent, but nobody would think of exchanging foreign money anywhere except on the illegal Black Bourse of Bucharest, where the leu is worth about two-tenths of a cent. A loaf of bread costs about 3¢, a meal in a fine restaurant about \$1.

The munitions factory below is one of Rumania's few native arms factories. Rumania has bought a conglomeration of war materiel of varying caliber from nearly every arms factory in Europe, thus seriously damaging its Army's effectiveness. It is sometimes called "King Carol's Ordnance Museum."



Munitions plant in Bucharest is run by Nicolae Malaxa, King Carol's present favorite. This machine shop is ma-

chining fuses for shells, in three 8-hour shifts. The 398 machines in this room were all made in Germany. Efficiency

is about one-fifth American standard. President of Rumania's steel trust is another Carol favorite, Ernest Urdarianu.





**Bucharest building boom** has produced this modern-looking city in the past decade. On the left is apartment house

whose ground floor is filled with shops. Notice the "American Shoe" sign at right. New building is going up at extreme

right. Snappy as this looks, civilization ends abruptly at the city limits and fades into the sea of mud of Rumania.



**New War College** on outskirts of Bucharest cost \$1,500,000. Porters wear sandals to avoid scuffing marble floors.

About sixty 90-year-old officers pass the tough entrance examinations each year, get a full-sized office apiece, study

strategy for two years. Though Rumanian staff work is poor, these graduates are slowly raising standards of the Army.





CLOSE-UP

# KING CAROL OF

A REFORMED RAKE IS SHREWDEST BALKAN POLITICIAN

One of the photographs of the funeral procession of King George V of England showed King Carol of Rumania marching along just in front of a strange-looking figure dressed in white. This picture was published all over the world with the explanation that the man in white was the masseur at London's Ritz Hotel. The implication was that Carol had a dreadful hangover and expected to need emergency measures at any moment.

The masseur story was a canard. Actually, the mysterious man in white was Constantin Cotelan, a Rumanian War hero. The mistake in his identity was the work of two reporters who

undertook to play a practical joke on a third by giving him this false information. When the third reporter, trying to check the information by calling the Ritz, was told that the masseur was out, he considered it as adequate evidence and filed the story. Nonetheless, even as a canard, the story is important because it proves the world's readiness to believe the worst of Carol of Rumania.

Carol has been pointed out as a horrible example to all the young princes of Europe for nearly a quarter of a century. No man has so steadily made the front pages under unfavorable headlines. Carol deserted his pretty wife Helen for a

CAROL'S PICTURES EMPHASIZE HIS HOHENZOLLERN CHIM



Great Central Hall of Sinaia palace, built in 1883, 70 miles north of Bucharest, by Carol I, is photographed by LIFE's Margaret Bourke-White. Circular staircase leads to apartments of Carol II.



The King's bed has been occupied by Dukes of York, Kent, Spoleto, Crown Prince Wilhelm of Germany. Above headboard with icon is an El Greco. Bedspread is Burgundy red. Woodwork is gold and ivory.



# RUMANIA

by JOHN PHILLIPS

John Phillips, LIFE staff photographer in Europe, went to Bucharest in 1938, met King Carol in the Royal Palace, took the picture on the cover of His Majesty and Crown Prince Mihail. Born in Algeria and brought up in France, Phillips, at 25, has photographed nearly every country in Europe. He is the first LIFE cameraman to turn Close-up writer.—ED.

redheaded mistress. Carol appeared on state occasions with a shaky stance and a day-old beard. His father Ferdinand disowned him for "repeated moral delinquencies." His beautiful mother Marie wept in public for her erring son.

CONTINUED ON NEXT PAGE



SINAIA PALACE, CAROL'S COUNTRY PALACE OF STUCCO AND WOOD, IS SET AMONG SNOW-CAPPED TRANSYLVANIAN ALPES



The King's bathtub has a cross board so that he can shave comfortably in his bath. On the bathroom walls hangs King Carol's generous overflow of religious art. The French plumbing is pre World War



Intimate dining room next to King Carol's apartments is where he breakfasts with Son Mihail two mornings a year. Against the tooled Italian leather walls is a 17th Century porcelain stove.



# Angel on the Wing



Far too good a show to be shelved after one Broadway season, "I Married an Angel" takes to the road with the Dutch star, Karen Van Ryn. Ballet has been her diet since she was twelve. Trained to perfect rhythm in motion, Miss Van Ryn feels her best in a Munsingwear "Foundette."



Angel on horseback: Miss Van Ryn's riding is as graceful as her dancing. Here again she wears a "Foundette" pantie-girdle. It gives her greater freedom than ever before possible. This amazing combination of control and supple comfort is a Munsingwear feature.



The secret is Munsingwear's 3-Way Control: (1) Roundabout Stretch for molding, (2) Vertical Stretch for freedom, (3) Posture Control for minimizing figure-faults. Munsingwear "Foundettes" in pantie-girdles, girdles, full-lengths...knit or woven with "Lastex" yarn. At better stores.

\*Reg. U. S. Pat. Off.  
Sole Fifth Avenue Original Costumer

Munsingwear, Inc., Minneapolis, New York, Chicago



Through the armor room, Carol usually enters his Peleg Palace at Sinsia by the door in the background. His armor collection totals some 10,000 pieces, mostly collected by his great-uncle, Carol I. Some of them date back to the 12th Century. Along the

## KING CAROL (continued)

King George V called him "that bounder" and refused to house him in Buckingham Palace. The London Daily Express described him in a headline as "King Carol the Cad."

The travesty on kingship implied by Carol's shirking of royal duty, his flagrant affairs and his fondness for drink were substantiated by the fact that he photographs badly. All Hohenzollerns look a little like dachshunds. In Carol's case, the snouty appearance inherent in the royal blood strain is enhanced by a weak chin. That Carol is much more presentable than his pictures naturally remained unknown.

Adding up the net total of Carol's behavior and his looks, the world long ago came to the conclusion that, morally, Rumania's monarch was all that a king should not be. It has been correspondingly difficult for the world to realize in the last few years that, in a practical sense, Carol is really almost all that a king should be. Most modern kings are figureheads. Carol, however, is not only a king but a dictator as well. He handles this old-fashioned combination of functions with increasing skill. Carol is an excellent executive. He is also the smartest politician in the Balkans. Surrounded by land-hungry nations, he makes a deal with Germany one day, a concession to England the next, counters a Russian move the third and has not yet been cornered by anybody. While Austria, Czechoslovakia, Albania and Poland were disappearing, Carol kept the crazy-quilt nation of Rumania inviolate. If Rumania is to survive, Carol must do the job of saving it. He is well equipped to succeed.

## A king who loves his job

Carol is not to be thought of as a patriot like Beneš of Czechoslovakia or Schuschnigg of Austria. If his country goes, Carol will enjoy himself wherever he lands. But he will not let Rumania go without a fight—a colder, shrewder fight than greater men might wage. He enjoys the job of king and will work his head off to keep it.

That job begins at 6 a.m. when Carol wakes, has coffee and buns in bed, and then sits in his bath while he shaves. After dressing, he





wa is hang old standards, including the double-headed Habsburg eagle (upper left). The floor is of red and white blocks of marble. King Carol long ago taught Mihai to respect and take care of these ancient symbols of Hohenzollern combativeness.

has another breakfast and then goes to his study for an all-day series of conferences with ministers, Army chiefs, diplomats. At 7 p.m., he knocks off for dinner—often rare steaks for which he pays in a growing paunch. After dinner, he plays billiards with his son Mihai who usually wins. Then he returns to his desk until midnight, exhausting several shifts of secretaries and remaining after the last shift to peck out his private thoughts on a typewriter.

Unlike other dictators, who feel obliged to live in ostentatious simplicity, Carol, being also a king, can afford, while handling the knotty problems of his times, to indulge his taste for luxury. Having always wanted a palace like London's Buckingham, he is now getting it by adding two wings to the old one he inherited. On the Calea Victoriei, Fifth Avenue of his capital of Bucharest, this edifice now stands like a hippopotamus among chickens. While the exterior is still disfigured by scaffoldings, the interior is pure M-G-M except that everything that looks like gold is gold.

Carol's office on the third floor is a medium-sized room, furnished in expensive good taste, with a massive desk and straight chair. On the desk, which is tidy, are family photographs, among them a perpetual calendar with a painting of Crown Prince Mihai as a chubby-faced boy in a blue beret. The king wears his handkerchief tucked in his sleeve, in the British fashion. Carol likes things British. He keeps a British butler, reads Shakespeare and drinks Scotch & soda.

### Bringing up Mihai

Carol is extremely proud of Mihai, who has broader shoulders and two more inches of height than his father. Mihai returns the affection with a friendly diffidence. He is shy in the presence of strangers, with a tendency to blush. Mihai's education, carefully planned by his father, was Rumanian in studies, American in practical things and British in sports. Carol set up a special school in which Mihai's classmates were selected from every class and district of Rumania. In the afternoons, Mihai played at all kinds of sports. For a while he worked in Ford's Bucharest assembly plant, as Employee No. 158 at a salary of 20¢ an hour.

Mihai's principal passion is motoring. He has driven his own car since he was 8 and Rumanians, who all love him as their own child

CONTINUED ON NEXT PAGE



Miss Elizabeth Stayvesant Fish, daughter of Mr. and Mrs. Hamilton Fish of Washington, D. C., is a popular debutante. Here, she and some of her deb friends primp between dances.



Washington's smart young people take an active interest in national affairs. Miss Fish shows out-of-town guests some of the city's historic landmarks.

#### QUESTION TO MISS FISH:

Miss Fish, when do you believe a girl should begin guarding her complexion with regular care?

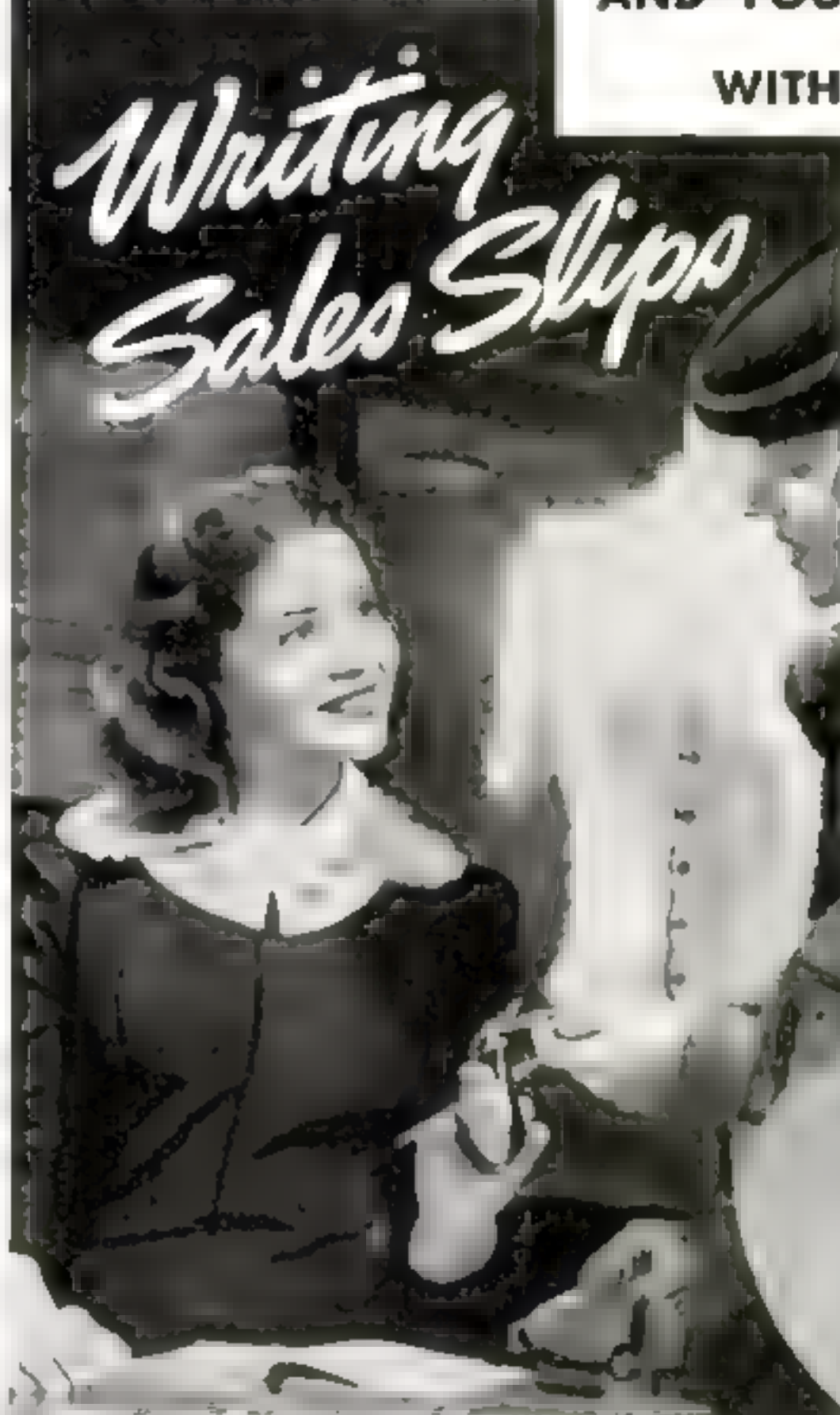
ANSWER: "The younger the better! I think if you want a nice skin when you're older, you have to take care of it when you're young. That's why I began using Pond's 2 Cream when I reached my teens. Every girl wants a lovely complexion. Using both Pond's Cold Cream and Pond's Vanishing Cream every day helps to keep mine clear."

#### QUESTION TO MISS FISH:

Would you describe what each Pond's Cream does for your skin, Miss Fish?

ANSWER: "Yes, of course. Every morning and evening I use Pond's Cold Cream to freshen up my face. These regular cleansings help keep my skin looking soft and healthy. Pond's Vanishing Cream serves an entirely different purpose. I use it before powdering to give my skin a soft finish that holds powder smoothly for hours."

**BUT BOTH HELP  
KEEP THEIR SKIN FRESH  
AND YOUNG LOOKING  
WITH POND'S**



Miss Janet Holden of Cleveland, Ohio, has been working for almost two years in one of Cleveland's leading department stores—is ambitious to be a buyer some day.

#### QUESTION TO MISS HOLDEN:

In your opinion, Miss Holden, what things help most in a career girl's success?

ANSWER: "Interest in her own willingness to work and a good appearance." But nothing cheats your looks like a diligent skin, so you can bet I'm always sure to use Pond's Cold Cream to keep my skin really clean and soft. I can count on it to remove every trace of dirt and make-up!

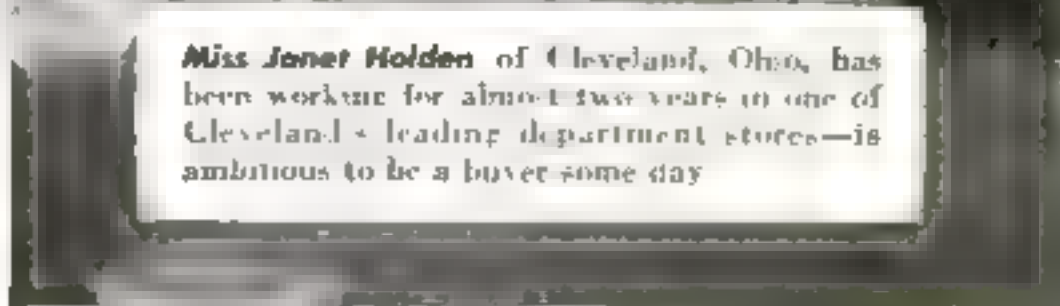
#### QUESTION TO MISS HOLDEN:

Doesn't the work of Lake Erie make your skin rough and difficult to powder?

ANSWER: "Well, Cleveland is mighty breezy, but little skin roughnesses don't worry me a bit. I just use another Pond's Cream to help smooth them away... by that I mean Pond's Vanishing Cream. And besides smoothing and protecting my skin, it's perfect for powder base and overnight cream because it's absolutely non-greasy!"



A Sunday ride in an open car is fun—but chilly! When her young man suggests "franks" and hot coffee, Miss Holden thinks it's a fine idea.



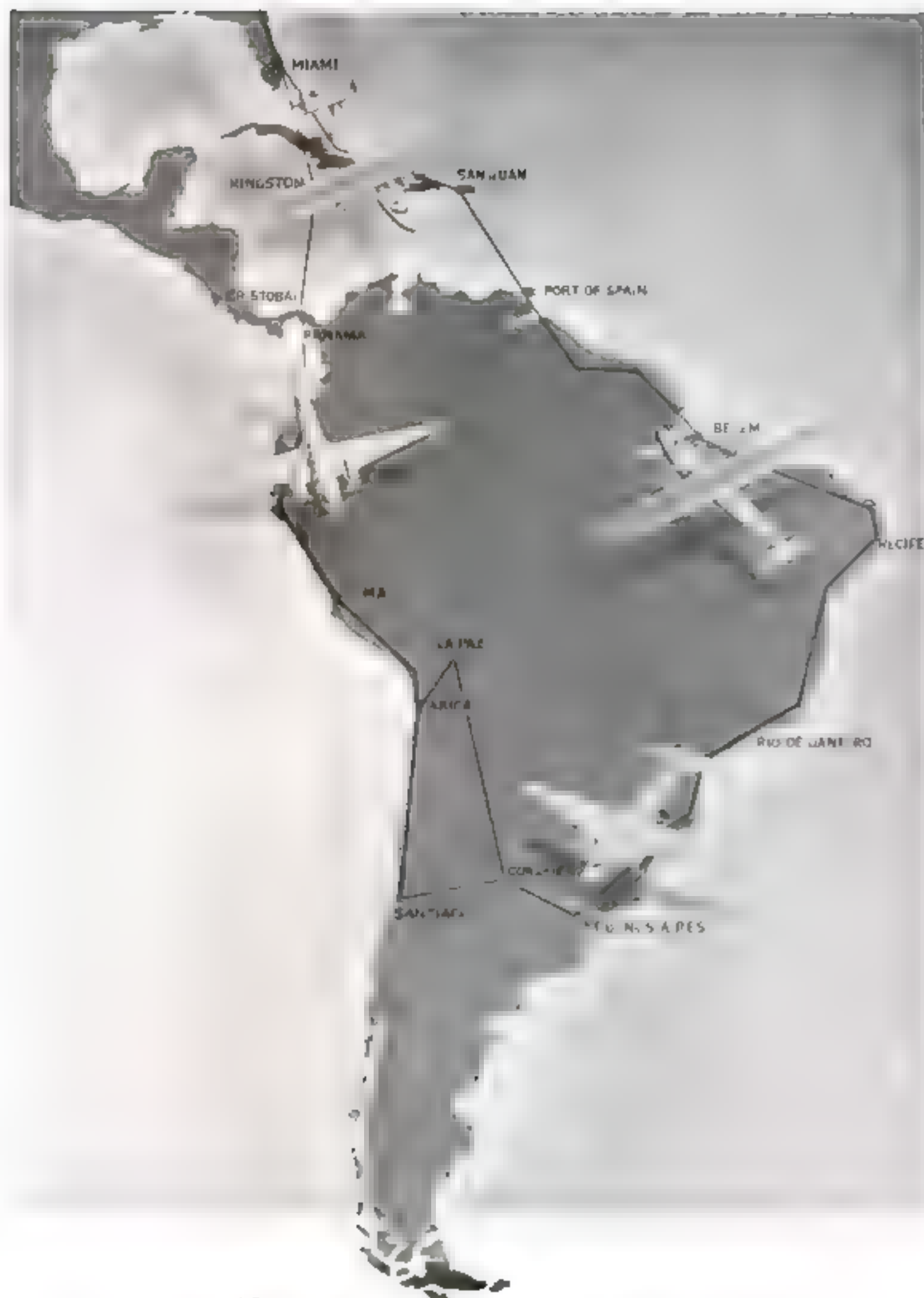
SEND FOR  
TRIAL  
BEAUTY  
KIT

POND'S, Dept. 21CV-R2, Clinton, Conn., Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquid-Lifting Cream (quick-melting cleansing cream) and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_

State \_\_\_\_\_  
Copyright, 1940, Pond's Extract Company





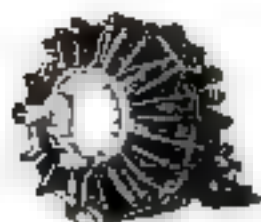
## The Americas Come Closer

New York—Friday afternoon. Hurry call. Must be in Buenos Aires next week. But B. A. is 7,000 miles away... 18 days by fastest boat. Let's see... what can the air lines do? An overnight plane to Miami catches the Pan American Clipper for Cristobal. Then in quick succession—Guayaquil, Lima, Arica, Santiago. A hop over the Andes and lo... you're in Buenos Aires... an easy five-day flight. Ten years ago this

was a pioneering adventure—today it is an everyday occurrence. And with every flight the republics of North and South America come closer together in ties of friendly commerce.

To keep pace with its fast-growing patronage, Pan American Airways has recently ordered 13 new Douglas Transports. And, like so many of its far-flung fleet, each will be powered by dependable Pratt & Whitney engines.

**UNITED AIRCRAFT  
CORPORATION**  
East Hartford, Connecticut



PRATT & WHITNEY  
ENGINES

DOUGLAS  
TRANSPORTS

HAMILTON STANDARD  
PROPELLERS



The King's desk in Sinaia palace is unusually tidy. It has pictures of his royal relatives, primrose and cyclamen plants, ornate paper cutters, a perpetual calendar, an American phone for outside calls and an old-fashioned phone for intra-palace calls.

### KING CAROL (continued)

enjoy telling of his exploits. At a dinner Carol boasted of having made a record run in his automobile from Bucharest to Sinaia. "Don't tell him," whispered Mihai to a friend, "but I did it in 15 minutes less." Carol watches over Mihai with all the care of a reformed rake, demonstrating his own cigaret cough to warn Mihai against too much smoking.

Carol's hobby is designing uniforms for his Army. He learned the importance of uniforms to Rumania when he came back from exile and, on a whim, attended a peasant meeting in Boy Scout garb. The peasants ignored him and bowed before his resplendent equestrian. Now Carol is seldom out of uniform and on formal occasions wears enough ornamental hardware on his bosom to make him practically bulletproof. His favorite costume is the long white cloak of the Order of Michael the Brave, perhaps the most striking garment possessed by any monarch. With it, he makes the mistake of wearing helmets that come down over his head and accent his weak chin.

The Army is Carol's pride and joy. One of his first acts when he came to the throne was to purge it and raise its pay. To Carol, the Army is both a bulwark against foreign foes and an ally against all the petty intrigue of the Rumania in which he was brought up.

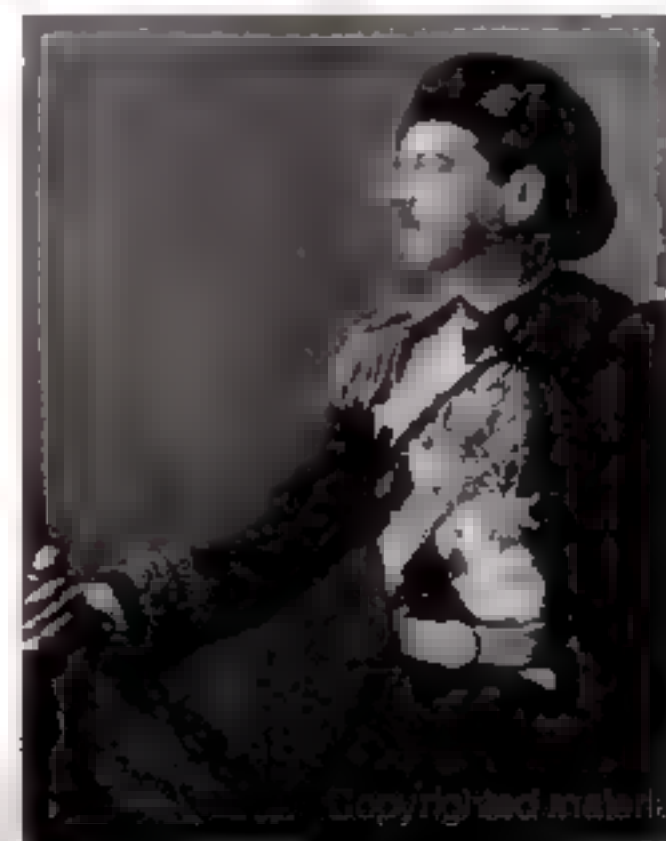
In 1914, the late Czar Nicholas of Russia exploded: "Rumania—bah! It is neither a state nor a nation but a profession." This rude remark contained a germ of truth. In most countries grafting is regarded as a dishonest subterfuge. In Rumania it was long ago raised to the status of a universal vocation. Carol has been making heroic efforts to conventionalize his country's financial methods. Until recently, however, customers, instead of buying goods at fixed prices in stores, tipped the clerk and got what they wanted for almost nothing. The price of the railway ticket went to the station agent, not the railway, as a personal present. Unless sent by registered mail, letters often fail to reach their destination because postal clerks remove the stamps for resale.

### Carol gets rid of his enemies

One hundred years ago, Rumania was ruled by the Sultan of Turkey. It got its freedom as a by-product of the Crimean War, after which Carol's great-uncle, Carol I, took over the throne with the support of Jon Bratianu. At this time, Rumania was the size of Uruguay. It became a country about as big as Italy as a result of the treaties of St. Germain and Petit Trianon. Populated by 19,500,000, it is not a nation in our sense of the word, but a glorious hodgepodge.

CONTINUED ON PAGE 71

Musical-comedy note is struck by Carol's vast collection of uniforms, many of which he designed himself. He is nearly as fond of uniforms as Germany's Field Marshal Hermann Göring. The one at left is a Field Marshal, at right a Carpathian chasseur.





I'M ON A SIT-DOWN STRIKE  
TILL MOM GETS  
DELSEY!



**DELSEY<sup>★</sup> TOILET PAPER**

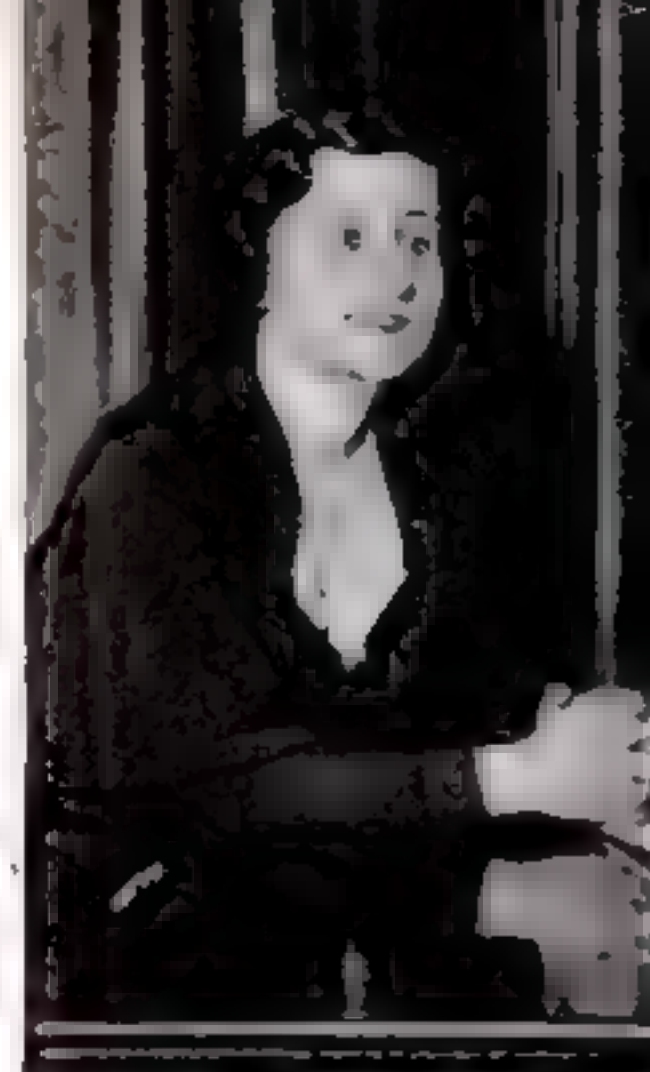
Soft like Kleenex<sup>★</sup>...a Kleenex product  
*Double-ply for Extra Strength*



**3 Rolls  
for 25¢**

★ TRADE MARKS REG. U. S. PAT. OFF.





The King's mother was the famed Marie of Rumania, here 10 with her 2-year-old son, Carol. Marie was Victoria's granddaughter.

His first wife (morganatic) was Zina Lambrino, mother of his elder non-royal son who lives obscurely in Paris.

## What they've learned about nerves can help you in your job

**H**ERE'S one job, you'll admit, that takes unusually steady nerves. The knife-thrower just can't miss—and his human target mustn't wince.

So these performers, like most professionals, drink hot coffee daily. Because coffee relieves nervous tension... makes for better coordination between mind and muscle. Helps to relieve fatigue, too, by removing its very cause.

So when you are tense or tired, drink coffee as they do—for a quick exhilarating

pick-up. And if you're like 97 out of 100 people,\* you'll enjoy your coffee and a good night's sleep too. For this helpful lift lasts only two hours.

\*Medical authority on request

PAN AMERICAN COFFEE BUREAU, NEW YORK CITY

### RIGHT or WRONG?

Can you score 100% in this 7-minute Coffee Quiz?

#### COFFEE SHARPENS THE MIND

Right? ☐ Wrong? ☐

For centuries, the greatest writers and scholars have turned to coffee for inspiration. Because coffee makes the brain "click"... Induces clear thinking... an livelier conversation. Check "Right" above.

#### COFFEE LEAVES A "HANGOVER"

Right? ☐ Wrong? ☐

It is true that coffee is stimulating, but this stimulation lasts only two hours. And, unlike most other stimulants, coffee does not pick you up only to let you down later. Check "Wrong" above.

### IS THERE A COFFEE FESTIVAL IN YOUR TOWN?

Leading department stores are featuring, during February and March, the latest in coffee-brewing devices and demonstrating the best methods of brewing coffee. You'll find it interesting.

**DON'T MISS IT!**



**REMEMBER**  
THIS: To make good coffee, use enough — a heaping tablespoonful in each cup.

Published by the Pan American coffee producers, for the benefit of the American public, the largest consumers of coffee in the world  
BRAZIL • COLOMBIA • CUBA • EL SALVADOR • NICARAGUA • VENEZUELA

**COFFEE CHEERS YOU UP!**

## KING CAROL (continued)

of 17 different minorities strung together by a majority of Rumanian-speaking people.

When Carol finally acquired the throne in 1930, his position was precarious. He needed security—for himself because his fears of assassination reach morbidity and for Rumania because its greedy neighbors claim half its territory. Looking around him, Carol could not find the kind of men he wanted—able, loyal subordinates such as are plentiful in England and Germany. As a substitute, he gathered around him as unscrupulous a bunch of toughs as ever swaggered down the Calea Victoriei, men of no background or importance whose future depended on his. With these men, Carol reduced, one by one, every power in Rumania except himself. Then, when his power was sure, he purged his camarilla, replacing the toughs with better-class men, like Tilia, now Minister to Great Britain, and Gafencu, the Foreign Minister.

"Divide and reign" was Carol's motto. By 1937 there was only one power in Rumania which could stand up to him, the infamous Iron Guard, led by handsome young Zelea Codreanu. It received its ideology and its cash from Germany. As soon as night fell on Bucharest, its gangs of hooligans roamed the streets, robbing citizens, beating up Jews against the palace walls.

Carol stood the Iron Guard until it became so powerful that no Government could keep order. Then he uncorked a piece of brilliant political strategy. Ignoring Codreanu, he called to the Premiership Octavian Goga, a poet who had preached Jew-baiting all his life. Carol's idea was to give Rumania a dose of Iron Guard terrorism that it would never forget without letting the Iron Guard's leader entrench himself at the head of the Government. For 45 days, Goga reveled in pogroms until the country recoiled in horror. On the 45th day, Goga left the palace shaking with fury. Carol had dismissed his government. "Israel is triumphant," Goga howled. He was mistaken. Not Israel but Carol had triumphed. The only way order could be restored was by a Carol dictatorship and that was what the country got. Codreanu was jailed and, within a year, shot. Currently, neither Carol's crown nor his dictatorship are seriously menaced from within.

### "Keep them all guessing"

While Carol's internal difficulties have diminished, his external difficulties have increased. In foreign policy, Carol's strategy is to place a bet on every possible winner and keep them all guessing. When the Germans thrust a trade agreement at him, Carol signed. When the British proffered a loan, he signed with them. The fact that no one knows exactly where Carol stands from one day to the next is his best weapon. So far it has been effective. Rumania is badly prepared for war, and its Army of 1,200,000 is useful mainly as a diplomatic lever. Such is the nation's faith in Carol's diplomatic dexterity that it confidently expects to remain profitably at peace. At the moment, Rumanian agriculture and Rumanian industry are booming, and Bucharest, long unjustifiably billed as the Paris of the East, is at last living up to its title as No. 1 center of cosmopolitan gaiety on the entire continent.

For the unique job of running a country like Rumania in a period like the present, Carol's upbringing was ideal. He was born in 1893 in the weekend palace at Sinaia, first son of the amazing Queen Marie. According to his mother's memoirs, at an early age "Carol





**Second wife** (royal) was Helen of Greece, divorced in 1918 but still entitled to the high name of Majesty.



**Mistress** is still Magda Lupescu, now only Carol's best friend and recognized as one of his smartest advisers. She is called "She."

was all order and precision, with an underlying impulse to rule, subdue, restrict," while on the other hand, Marie notes, "he loved babies." These two conflicting traits are Carol's still: a tenderness such as he has for his son and a ruthless brutality which caused him to order the mass slaughter of 380 Iron Guards to avenge Calinescu's assassination.

As a youth Carol was not happy. It is hard for anyone to make the discovery Carol made when still a boy, that his mother placed her personal ambition before everything. Her endless string of "favorites" made a ludicrous figure of King Ferdinand. Her political intrigues brought about Carol's exile and renunciation of the throne. It was a favorite of Marie's, Premier Prince Stirbey, who started the whispering campaign against Carol which was meant to smear him and kill him politically. For his pains, Carol later slapped Stirbey publicly, tore out his private telephone to Marie's room and made him a political nonentity.

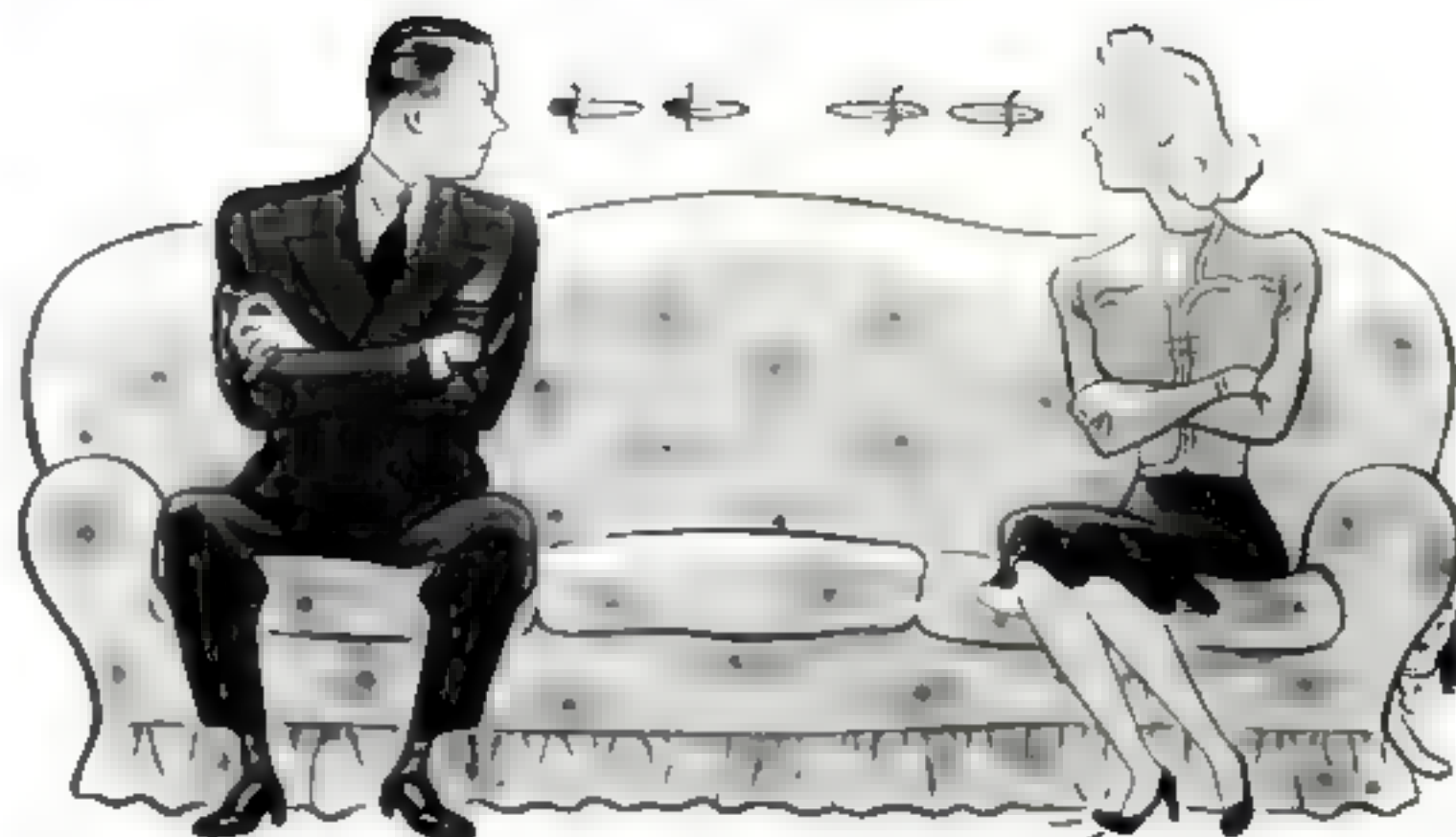
Marie's matriarchal ambitions were projected through her children. By the time Carol had grown up, Queen Marie was so busy trying to acquire proxy control of the Balkans *in toto* that it never occurred to her to question her ability to keep control of her home country of Rumania. This was an error on her part because, while she could hoodwink Ferdinand, she could not hoodwink her son. Three years after her husband's death, she and her entourage were out of power and Carol and his entourage were in.

### He marries a commoner

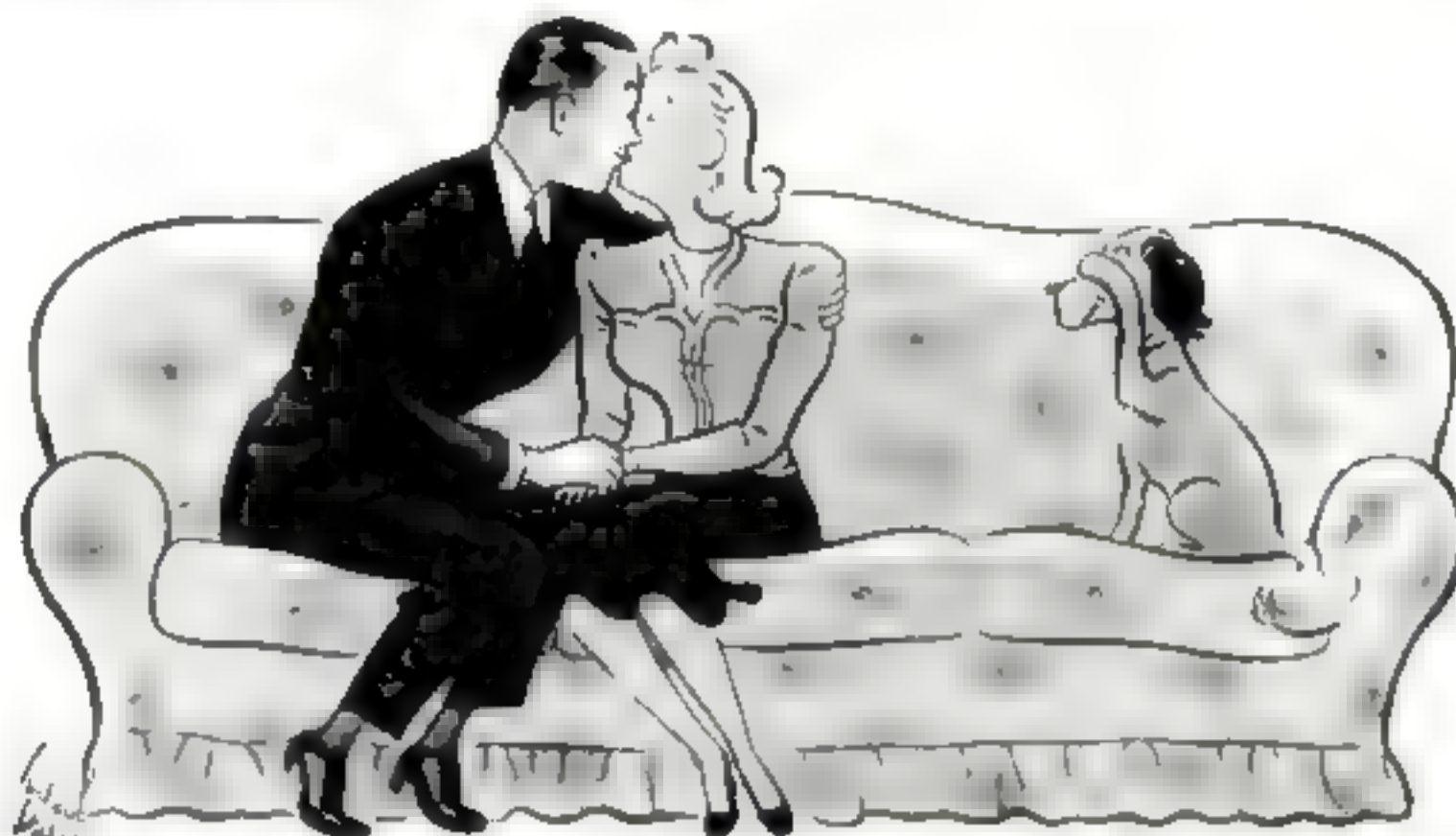
The chief merit of Carol's early career as training for kingship was its variety. Shortly after the War, in which he did not distinguish himself, Carol, who had opposed making peace with the Central Powers, went to Russia where he impulsively married a commoner named Zizi Lambrino. For this his father had him confined to barracks. In retaliation, Carol renounced his right to the throne. The family turmoil lasted for a year, after which Carol finally broke with Zizi, tried to commit suicide twice and set off on a trip around the world.

In 1920, Rumania was, as usual, trying to borrow money. Someone in a moment of outrageous optimism suggested Japan as a possible creditor and a mission to Tokyo was thus made the excuse for Carol's excursion. In Tokyo, Carol was elegantly received but he found his hosts unsympathetic to the thought that the internal finance of Rumania should be made part of the yellow man's burden. Leaving Japan not long after cherry-blossom time, Carol proceeded to New York via Spokane, Chicago and Cleveland. The city impressed him favorably. He stayed a week, in the course of which he received a statuet from the Boy Scouts and bought himself a hunting rifle and a bartender's guide.

The next half-dozen years in Carol's life were a series of quarrels with his family and intrigues with minority political interests which reached a peak when Ferdinand died in 1927. In Paris, where he was living at the time, Carol proclaimed himself king. His mother denied the claim but Carol, by this time bereft of all sense of filial obedience, bided his time. By 1930, Rumania was so sick of the rapacity and incompetence exhibited by all the ministries brought in by Marie that any change looked like an improvement. On June 7, with the Chamber of Deputies voting 310 to one that he had been king ever since his father's death and with planes writing his name in the sky, Carol settled down in Bucharest to begin his troubled reign.



"It used to make me hopping mad—the way my husband was always kicking about his shirts. I know they were a mess—everything in my wash was full of tattle-tale gray. But I worked like a beaver. I didn't know my lazy soap left dirt behind. I had no idea what ailed my clothes until . . .



"The lady next door got me to wash the Fels-Naptha way—and glory, what a surprise! I've tried the bar as well as the new Fels-Naptha Soap Chips. Both of them combine grand golden soap and gentle naptha so effectively that even the grimeiest dirt hustles out! You bet my husband's showering me with compliments these days—I've got the whitest, most fragrant washes that ever danced on a line!"

## Now—Fels-Naptha brings you 2 grand ways to banish "Tattle-Tale Gray"

WHEREVER YOU USE BAR SOAP—USE FELS-NAPTHA SOAP. SEE HOW IT HUSTLES OUT DIRT—HOW BEAUTIFULLY WHITE AND SWEET IT GETS YOUR CLOTHES! SEE WHY MILLIONS SAY IT'S THE GRANDEST BAR-SOAP THEY'VE EVER USED!

WHEREVER YOU USE BOX-SOAP—USE FELS-NAPTHA SOAP CHIPS. THEY SPEED WASHING MACHINES LIKE MAGIC BECAUSE THEY'RE HUSKIER—NOT PUFFED UP WITH AIR LIKE FLIMSY, SNEEZY POWDERS. THEY GIVE BUSIER, LIVELIER SUDS BECAUSE THEY NOW HOLD A NEW SUDS-BUILDER



Remember—Golden Bar or Golden Chips—  
FELS-NAPTHA  
BANISHES "TATTLE-TALE GRAY"

COPY. 1940, FELS & CO.



# How Women over 27

CAN HELP RETARD FACIAL  
LINE, DROOP AND SAG . . .



Protect that firm, fresh look  
with cream especially formulated  
to retard "age signals"

**WOMEN OVER 27!** Here's your cream—created by a celebrated cosmetician especially to meet the needs of your skin—*Elmo Texture Cream!*

Pat it over your face and neck at night—with an upward patting, to stimulate, to discourage "droop" and "sag" . . . And don't forget a gentle patting of Elmo Texture Cream under the eyes, to retard those tiny lines which broadcast age!

#### Light as a Zephyr!

Elmo Texture Cream is highly lubricating—yet seems light as a zephyr. It is rich in precious oils to help skin combat "parch" . . . cloud-light in consistency to protect fragile skin tissue.

And it's sheer joy to use! . . . Daintily

TEXTURE CREAM  
BY *Elmo*  
Philadelphia • San Francisco

fragrant, and the faint pink color of a sweetheart rose. It never drags or pulls! You'll love its beautiful effectiveness, too!

Start tonight to see what a great help Elmo Texture Cream is in retarding those "age signals" every woman dreads. Texture Cream, and all Elmo aids to loveliness, are modest in price—at your favorite cosmetic counter.



Little-known power in Rumania is the Minister to Palace, Ernest Udarianu, 42, who works directly underneath Carol in Bucharest, plays tennis with Magda Lupescu, and was lately made president of the great Resitza Steel works. He rose on sheer ability.

## KING CAROL (continued)

Of Carol's innumerable female companions, only three have really affected his life. The first was Zizi, hismorganatic ex-wife, who now lives comfortably in Paris with Carol's elder son, Mircea, on an income of \$12,000 a year which Carol gives them. The second was his royal ex-wife, Princess Helen of Greece. The third was, of course, the celebrated Magda Lupescu.

Carol's marriage to Helen was his parents' idea. Agreed to by Carol in the glow of satisfaction that followed his round-the-world trip in 1920, it turned out to be one long row about other women and ended in 1928 when they were divorced. Lined up as interested in-laws in the marital bickering of Carol and Helen were most of the crowned heads of Europe. Helen is currently living quietly in Florence.

Carol's third and extra-marital attachment has been as successful as both his marriages were calamitous. Carol and Magda Lupescu met at the Cercul Militar (Army Club) in 1924. She was the daughter of a Mr. Wolf from Jassy, who was either a junk peddler, a chemist, a moneylender or a salesman of automobile parts—no one ever quite knew which, because after his daughter took up with Carol he retired. Magda was a big, vivacious girl, with creamy skin and flaming red hair. She was married to a Lieutenant Tampeanu whom she later divorced. After the divorce, she tactfully Latinized her maiden name of Wolf into Lupescu.

Carol was at Venice with Magda in 1925 when he received a telegram to come home at once, without his mistress, or forfeit the succession. Carol, in a temper, refused. Five years later, it was the opposition Peasant Party that brought Carol back. Iuliu Maniu, the Peasant premier, a pillar of honesty among the venal Bucharest politicians, had promised to restore him to the throne if he left Magda behind. Carol's arrival, however, was followed presently by Magda's. Maniu, considering himself betrayed by an ingrate, resigned.

Nowadays, the romance between Carol and Magda lacks the ardor of their puppy love and may even be purely platonic, but next to Mihai, Magda is still the King's best friend. Like Carol, she has lost her figure. She lives about a mile away from the palace, in a red brick house whose shades are always drawn. Here Carol goes often to play bridge or poker for high stakes and here Lupescu's camarilla of political favorites gathers daily. One of the best-informed and shrewdest women in Europe, she can break the most powerful ministers (as she did Titulescu) and has a finger in nearly every Bucharest intrigue. In the cafes she is referred to only as "She," and the public never sees her. Between intrigues, the Balkan Pompadour tends her flock of white turkeys.

New wing of the Royal Palace is the show place of Bucharest. Dominating the square is Carol's great-uncle who was King Carol I of Rumania. The King is now tearing down buildings to improve Palace vista. In background is Athénée Palace Hotel.





# "Don't let daddy lick me again!"

An old, old problem solved in an up-to-date way



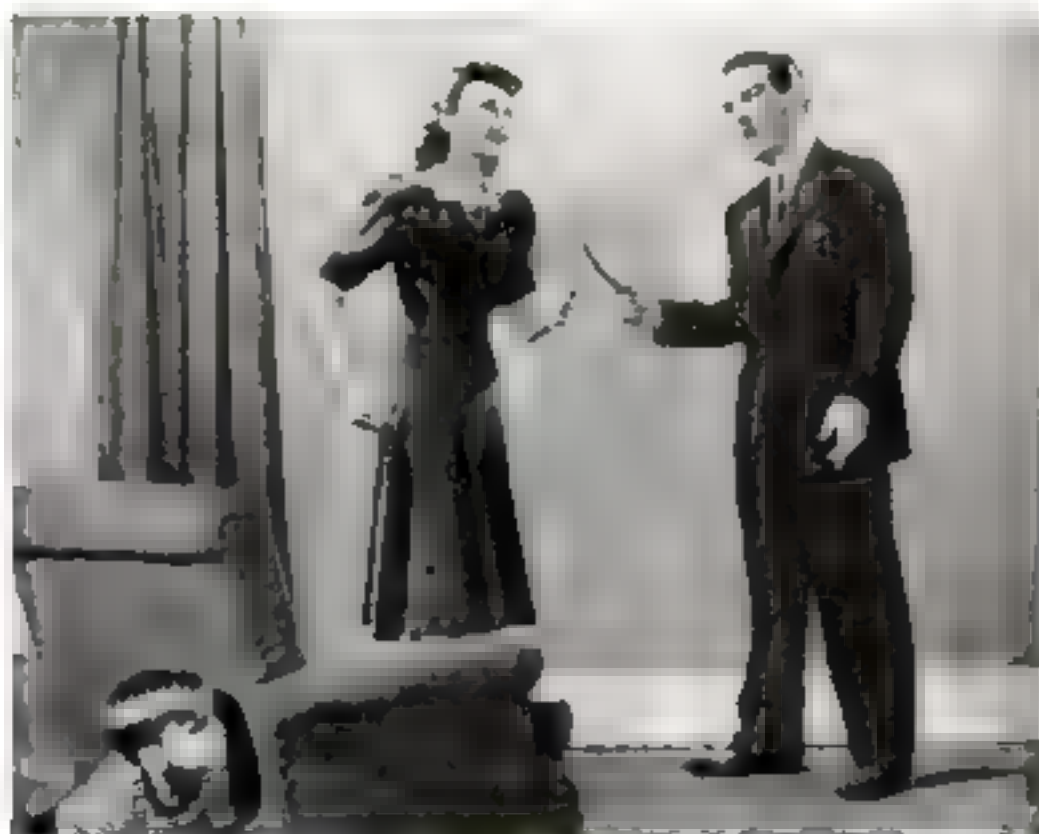
**1. MOTHER:** Oh, John, why don't you let him alone? He's only a child.

**FATHER:** Well, *somebody* has to make him listen to reason.



**2. MOTHER:** That's the first time I ever heard of a hair-brush being called "reason"!

**FATHER:** Let's settle this right now! He needs that *stuff* and he'll take it whether he likes the taste or not!



**3. MOTHER:** That's right, Mr. Know-it-all—get him all upset and leave it for me to straighten him out.

**FATHER:** Aw, don't get yourself in a stew!



**4. MOTHER:** I'm *not*! All I know is that Millie Bliss used to jam a bad-tasting laxative down her boy until her doctor put a stop to it. He said it could do more harm than good!

**FATHER:** For Pete's sake, what laxative can we give him?



**5. MOTHER:** The one Millie uses—not an "adult" laxative, but one made especially for children... Fletcher's Castoria. It's mild, yet works effectively. Millie says it's *SAFE*... and her boy *loves* its pleasant taste!

**FATHER:** O.K. I'll get a bottle. But boy, he better like it!



**6. MOTHER:** Would you believe it, John? I never saw a spoonful of medicine disappear so fast!

**FATHER:** I wouldn't have believed it if I didn't have my glasses on. I guess this Fletcher's Castoria is *OKAY*!

## What about the child of 5... 8... or 11?

THE SYSTEM of a child even up to 9 and 11 is still NOT an adult system... is still too delicate for a strong, "adult" laxative.

So Fletcher's Castoria is recommended not only for infants, but for all children up to 11 and 12 years of age.

Play safe... and get a bottle of Fletcher's Castoria today. The Family-Size bottle saves you money. Look for the signature, Chas. H. Fletcher.



*Chas. H. Fletcher* **CASTORIA**

The modern—*SAFE*—laxative made especially for children.



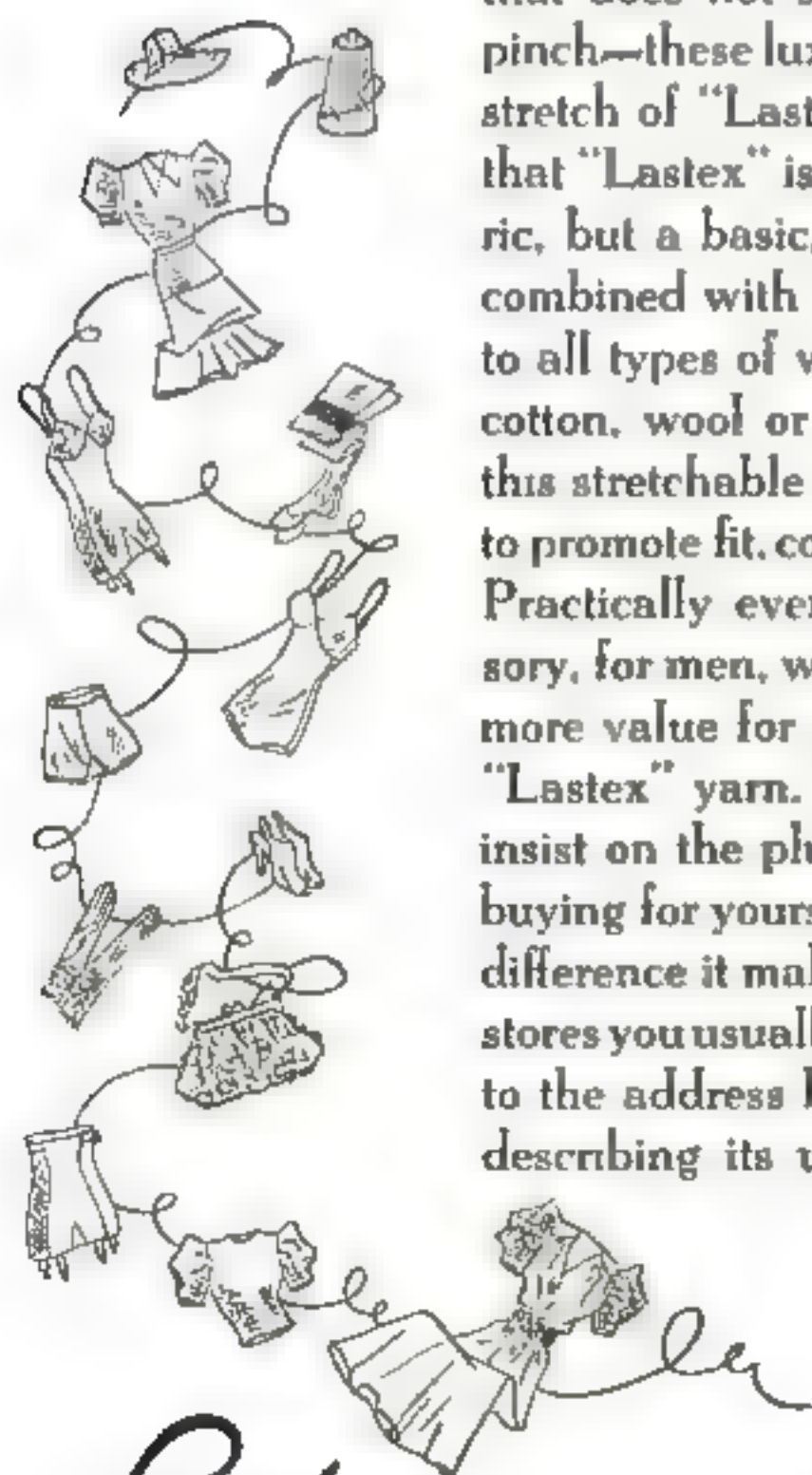
## STOP, LOOK, LISTEN



...for the word that means

**style, fit, comfort, control**

The corset that does not confine, the swimsuit that does not sag, the pump that does not pinch—these luxuries are yours because of the stretch of "Lastex" yarn. Always remember that "Lastex" is not a design, garment or fabric, but a basic, elastic yarn. Used alone or combined with other yarns it imparts stretch to all types of woven or knitted fabrics, silk, cotton, wool or rayon. In finished garments this stretchable fabric works in various ways to promote fit, comfort, control or convenience. Practically every kind of apparel or accessory, for men, women and children, gives you more value for your dollar when made with "Lastex" yarn. Make it a shopping habit to insist on the plus value of "Lastex" yarn in buying for yourself and family—and note the difference it makes. Ask for it by name at the stores you usually patronize. And write to the address below for free booklet describing its uses and advantages.

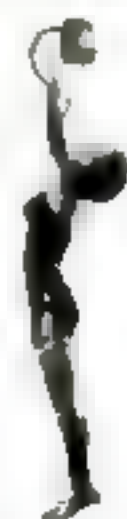


**Lastex**

An elastic yarn manufactured exclusively  
1790 Broadway



by United States Rubber Company  
New York City



## PEOPLE

The cameras of the world press  
now put these people in the news



**Sidney George Bromfield** 26, able seaman aboard the destroyer *Grenville*, never learned to swim. When the *Grenville* was sunk on Jan. 19, he propped himself on a porthole sill, clung to the warship's side for 90 minutes till rescuers arrived (bottom). At the top you see him on leave three days later, greeting his nephew Lawrence.

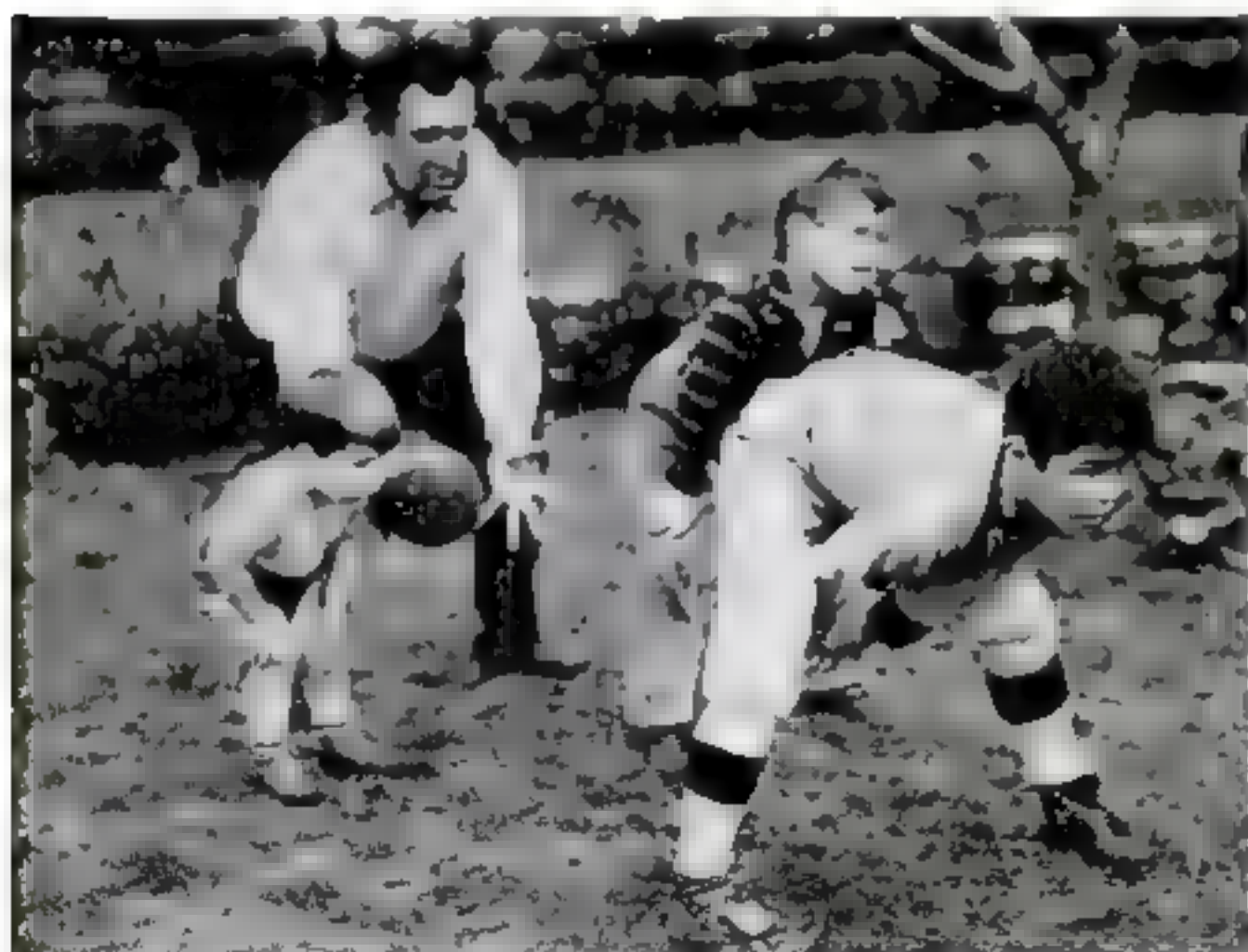




**His Eminence Arthur Cardinal Hinsley**, Roman Catholic Archbishop of Westminster, spooned himself a spot of soup at the opening of the Catholic Hostel for Service Men in Eaton Square, London, fortnight ago. Primate of 2,360,000 Catholics, Cardinal Hinsley was made a prince of the Church in 1937, is England's only Cardinal.



**John Jacob Astor III** gloomily surveyed the Atlantic last week from the sands of Palm Beach, Fla. More enthusiastic was his healthy, freckle-faced, 4-year-old son, William Astor. Since Christmas, young William, Father John and Mother Ellen T. ("Tucky") French Astor, have been wintering at the Astors' Florida estate.



**Jim Thorpe**, star of the famed Carlisle Indians of 1906-08, Olympic pentathlon and decathlon champion in 1912, outfielder with the New York Giants for six years, is now 52 and makes his living playing extra bits in the movies. Last week he was at home in Inglewood, Calif., coaching his sons Jack, 2, Dickie, 7 and Billie, 11.

CONTINUE ON NEXT PAGE



THE DAILY DOG BOOK  
VITAMINS AND HOW TO GET THEM



**A NEW FUR COAT**—These capsules contain Vitamins A and C to promote good growth and a handsome, healthy coat. Also Nicotinic Acid to prevent or cure Black Tongue.



**A TRIP TO FLORIDA**—Vitamin D, the Sunshine Vitamin, in Sergeant's Vitamin Capsules helps prevent or cure Rickets, aids growth of sound bones and teeth.



**A ROYAL BANQUET EVERY DAY**—Sergeant's Vitamin Capsules contain Vitamin B<sub>1</sub>, the *hors d'oeuvre* that stimulates lagging appetite, helps general "condition."



**A LIFE INSURANCE POLICY**—Many serious and often fatal deficiency diseases can be prevented in dogs and puppies by daily use of Sergeant's Vitamin Capsules.

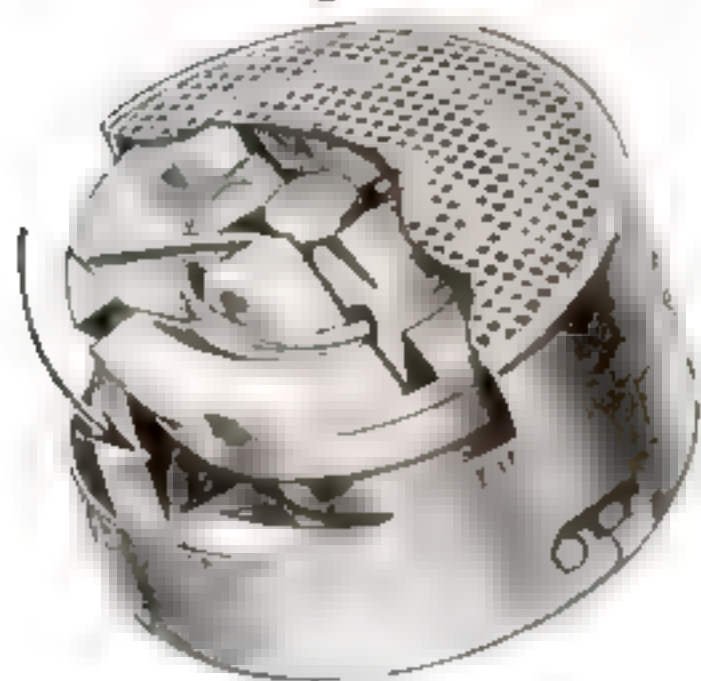
Your dog needs vitamins just as much as you do—perhaps more, for research discloses most dogs' diets are vitamin-deficient!

Sergeant's Vitamin Capsules (Vitapets) are specially prepared for dogs and puppies—as a daily diet supplement to maintain normal, healthful vitamin balance. They are not a medicine. Get them and the famous Sergeant's Dog Medicines at drug and pet stores. Ask for the free Sergeant's DOG BOOK—or write for it to Sergeant's, Dept. 3, Richmond, Va.





## NEW-TYPE ELECTRIC RAZOR USES FOUR SELF-SHARPENING BLADES

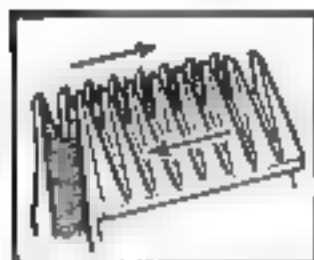


### ROTO-SHAVER HEAD

Showing 4 razor-sharp blades which revolve at tremendous speed against this steel guard. 800 holes in guard (only .003" thick) allow blades to shave (not clip) off whiskers closely and cleanly. Here's one razor that positively cannot cut or pinch the skin.

## Radically new in principle—Roto-Shaver SHAVES off whiskers closer—doesn't "clip"

PERHAPS you have tried or even owned an electric razor. Perhaps you found it impossible to get a close enough or quick enough shave. Then, here is the electric razor you've been waiting for.



Most ordinary electric shavers still operate on this hair-clipper principle without blades.

Where most electric shavers cut with a shearing action, Roto-Shaver's self-sharpening blades really shave. Its rotating mechanism is direct coupled for full power . . . no clatter or vibration.

Compare Roto-Shaver with any electric shaver. Test it on your face. See how it shaves smoothly, cleanly—doesn't clip. No wonder The J. B. Williams Co. is staking its reputation on the new Roto-Shaver. Why not go to your local dealer and examine this splendid instrument today?

\$13.75  
In U. S. A.



Complete with genuine leather case, extra head.

WILLIAMS

**ROTO-SHAVER**



Donald Grant Herring Jr., Princeton junior who lost his left leg as the result of a football injury last October, returned to the campus on Feb. 5 to resume his studies. Holder of the University discus-throwing record, he hopes to compete with the track team this spring. Behind him in the picture above you see Nassau Hall.



Clayton ("Peg-Leg") Bates, one-legged Negro dancer, returned, Feb. 3, from Europe where audiences rate him as highly as Bill Robinson. He lost his left leg 22 years ago in a South Carolina cottonseed mill. Since then he has mastered the most intricate tap and eccentric routines. In one dance he leaps 5½ ft. in the air.

## This Month Let AMERICA'S FINEST MAGAZINE SHOW YOU ALL AMERICA!

● To help Americans see the vast land of opportunity America is today, the Editors of FORTUNE are marking FORTUNE's Tenth Anniversary by devoting an entire issue to the one great story of the U. S. A. . . . They are telling it in a book of 200 pages, 100,000 words, 212 superlative pictures, and 16 pages of full color. It is the most notable single issue FORTUNE has ever published . . . So great was the advance demand for full year FORTUNE subscriptions to start with this issue that the original print order of 150,000 copies was completely sold out the day after publication . . . FORTUNE is therefore going back to press for a special request edition with which to fill new subscription orders received within the next few days. To start your subscription with this Tenth Anniversary U. S. A. Issue, please sign and mail the coupon today!

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Chicago, Illinois

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## Can You Equal This Home for \$875

Shipped  
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Mill

Save 30% to 40%  
on Your New Home.

WE PAY  
FREIGHT

Don't pay several hundred dollars more than necessary when you build a home! Buy it direct from our mill at our low factory price. We ship you the materials—lumber cut-to-fit, ready to erect. Paint, glass, hardware, nails, etc. all included in the price—no extra charges. We pay the freight. Plans furnished—also complete building instructions. No wonder our customers write us that we saved them 30% to 40%, compared with builders' prices. Easy terms—monthly payments.

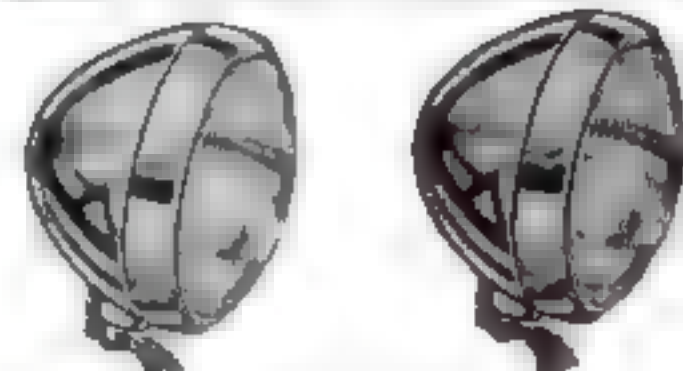
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Homes

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## BETTER LIGHT Sealed Beam LIGHTING NOW AVAILABLE FOR ALL CARS



See the road as you have never seen it before. Now, this modern lighting can be yours, even though you are not driving a 1940 model car.

Arrow Sealed Beam Lights come in single or matched pairs. Big, seven inch chromium on brass shells. All Glass Sealed Beam Units. Universal bracket for proper adjustment. Foot switch for control of country and traffic beam.

You can also install 1940 Arrow Sealed Beam Conversion Units in your present headlights for as little as \$7.75.

If your dealer does not sell Arrows, write us direct. P. O. BOX 335

ARROW SAFETY DEVICE CO., Medford, N.J.



# FAMOUS FABLES EXPLODED

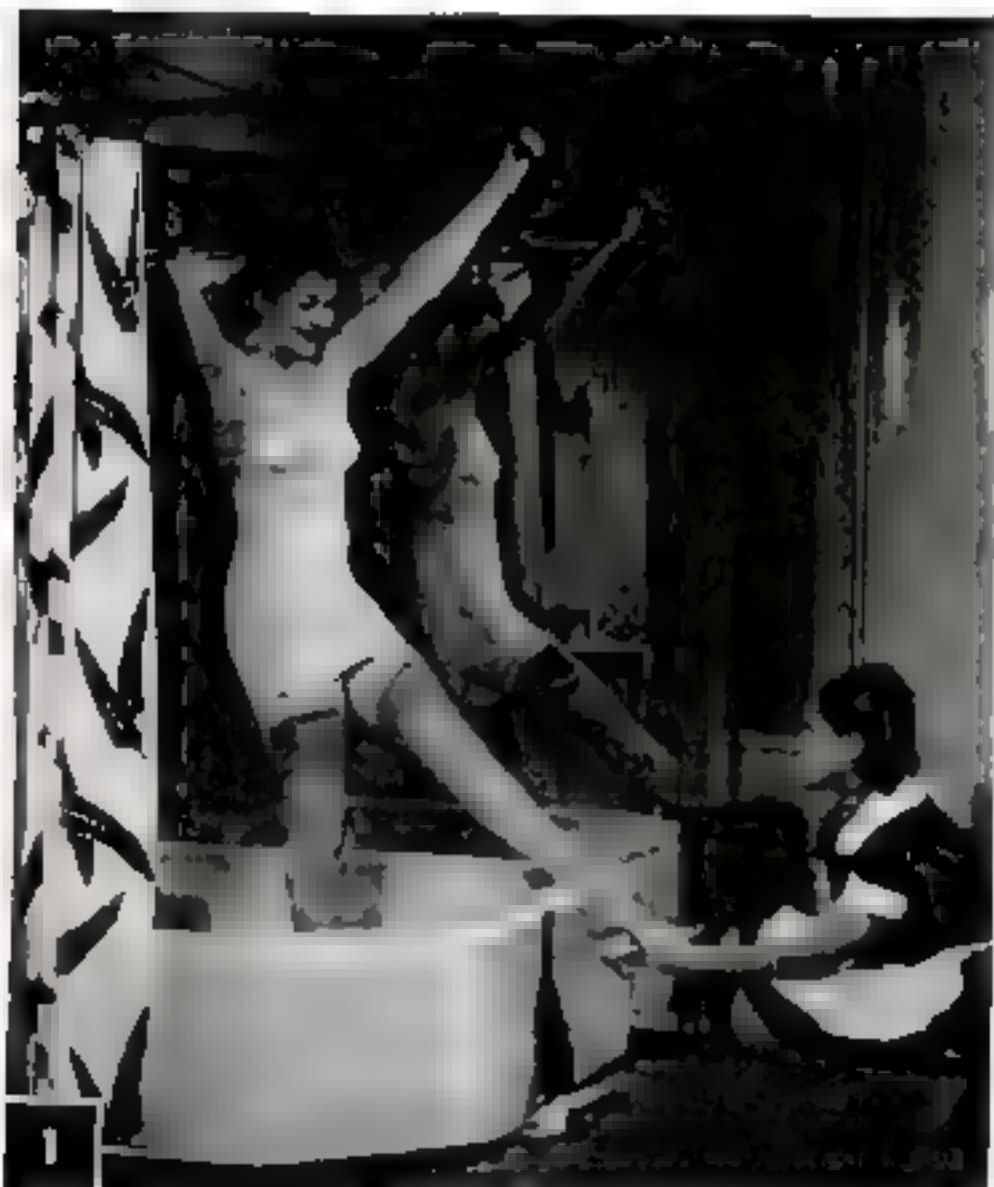
A questionnaire sent out by the Kleinert Company, famous for Sturdi-Flex rubber foundations, revealed that many women had misguided notions about rubber garments. They didn't know, for example, that there is one rubber that is sweet and odorless at all times—Kleinert's *petal-fresh Sturdi-Flex*. They didn't know that there is one rubber as pliable as their own figures—supple *Sturdi-Flex*. They didn't know that there is one rubber for achieving that "sculptured look" that doesn't cost a lot—inexpensive *petal-fresh Sturdi-Flex*. Read on to see how three famous fables are exploded!

## OUR SURVEY PROVED:

**FABLE 1:** ●●●●●●● Most women believed ALL rubber foundations have an odor. (See Picture 1)

**FABLE 2:** †††† A great many women believed that rubber isn't as comfortable as fabric. (See Picture 2)

**FABLE 3:** \$\$\$\$ Nearly all women believed that it costs a lot to have that "sculptured look." (See Picture 3)



**Fable 1:** That all rubber foundations have an odor. Untrue. NOW Kleinert's Sturdi-Flex foundations are odorless, *petal-fresh*, an achievement of science. Because they need no lining, they never acquire an odor from absorbed perspiration. You stay as sweet all day as the moment you step from your bath.



**Fable 2:** That rubber isn't as comfortable as fabric. Untrue. NOW, because Kleinert's Sturdi-Flex is *petal-fresh*, it needs no lining, has no bulk, fits as if painted on—like a second skin. It's as dainty as fabric, has pinpoint perforations that further insure sweetness, *petal-freshness*.

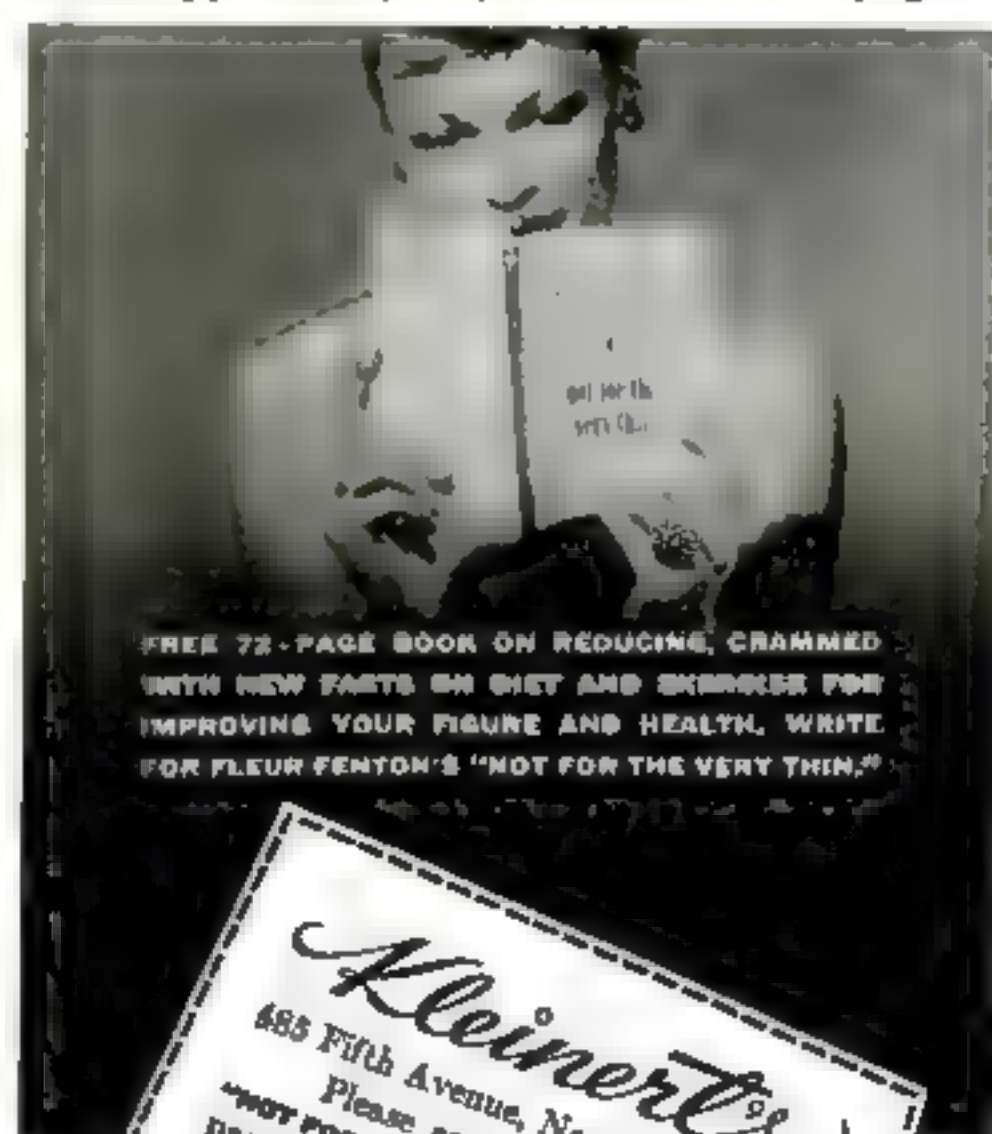


**Fable 3:** That it costs a lot of money to have that "sculptured look." Untrue. NOW Kleinert's *petal-fresh Sturdi-Flex* foundations and girdles give you the figure others turn to admire, cost only \$1.25 to \$2.50. You buy them without throwing your money away—without tiresome trying on.



Kleinert's all-in-one (right) of *petal-fresh Sturdi-Flex* takes you in a whole inch the minute you zip it closed. Note the special inner-outer belt for "tummy bulge." This remarkable garment

is only \$2.50... Girdle with inner-outer belt (center) \$2.50... Kleinert's Sturdi-Flex girdle (left) does things for "spread-hip" appearance, costs only \$1.25... at your favorite Notions Counter.



FREE 72-PAGE BOOK ON REDUCING, CRAMMED WITH NEW FACTS ON DIET AND EXERCISE FOR IMPROVING YOUR FIGURE AND HEALTH. WRITE FOR FLEUR PENTON'S "NOT FOR THE VERY THIN."

**Kleinert's**  
465 Fifth Avenue, New York City

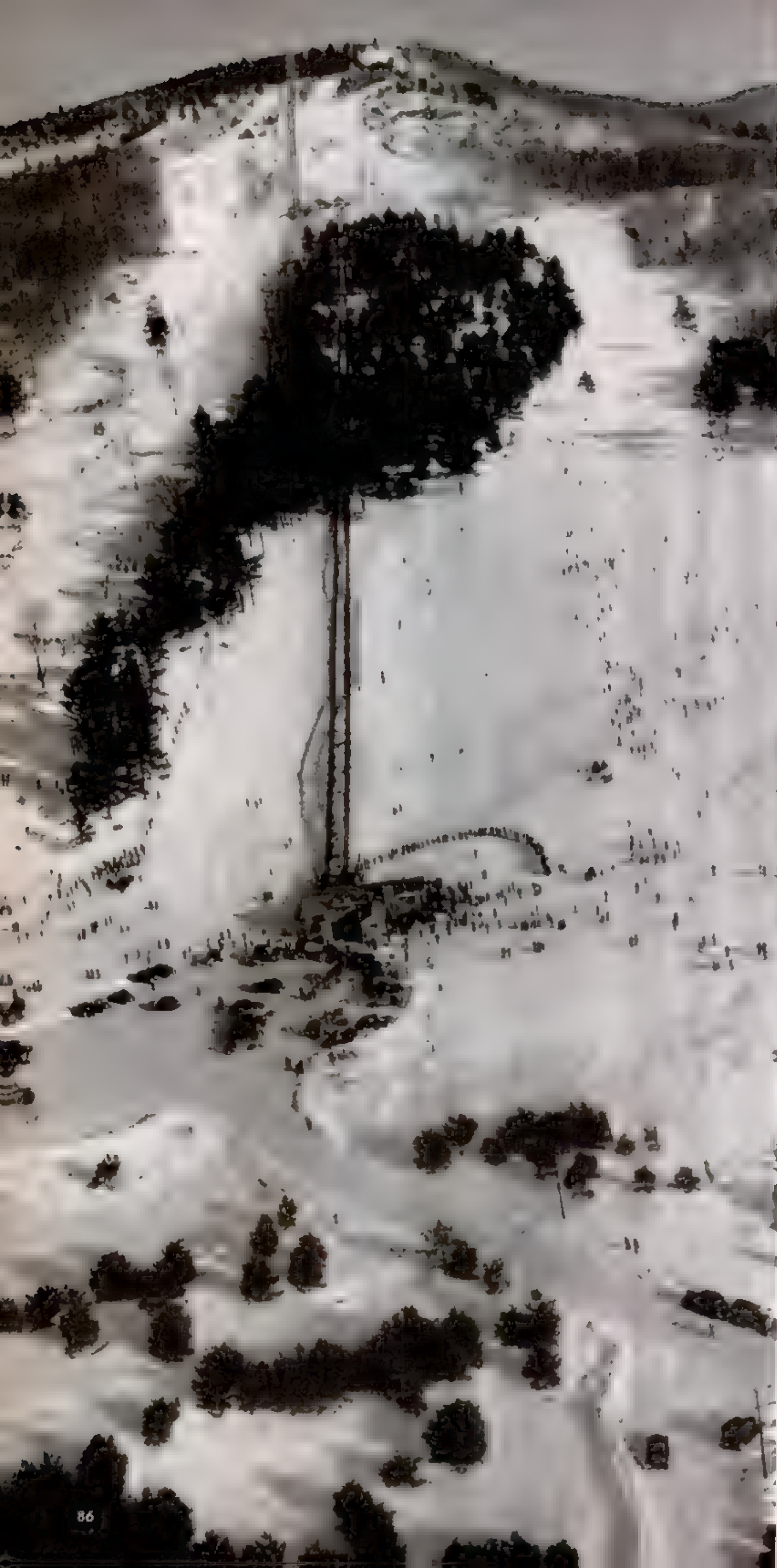
Please send me Fleur Penton's "NOT FOR THE VERY THIN," valuable 72-page book on reducing, also your free flower bookmark. I enclose 10c to cover cost of mailing.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Interesting Fact:**  
Sturdi-Flex is usually found at street-floor Notions Counters.

# Kleinert's





## *Life goes on a Skiing Weekend*

**in the White Mountains of New  
Hampshire with girl who can't ski**



**On Eastern Slope Pullman,** Peter tries on his ski boots. For weekends like this, chaperons are not considered necessary.



**Just for ride,** Audrey goes up in ski machine, then rides down again. On a weekend, more than 4,000 people use skimobile.



**Hannes Schneider,** world's most famous ski teacher who came to the U. S. last winter, shows Audrey how to walk on skis.



From New York's Grand Central Station, most commuter trains have left by 7 in the evening. Then over the vast marmoreal hall there comes a silence lasting till morning. On Friday nights in winter, however, this silence is soon broken. In tramp 1,000 noisy boy and girl skiers, dressed in parkas and clattering boots, carrying unwieldy, 7 ft. skis, making the station echo with laughter. Like millions of other Americans, in other stations and in other cities, they are heading north for a skiing weekend. They are the city dwellers, who in the last five years have learned how to ski, made what once was a mere fad the most important of all outdoor winter sports.

Into Grand Central one Friday night recently,

trudged a young couple. The boy: Peter Brown, 25, Princeton graduate. The girl: Audrey Drubmel, 18 and pretty. He had been skiing seriously for five years, was good enough to be called a "schussnut." She had never been on skis in all her life. But as women's diving champion of New Jersey, she was a good athlete. On that Friday evening, she felt confident that she could learn to ski, especially if Peter made good on his promise to teach her.

At 7:40 the next morning, their sleeper pulled into the little town of North Conway, N. H. From there they were driven to the Eastern Slope Inn, headquarters for the entire Eastern Slope skiing region in the White Mountains. Audrey had visited the Inn before.

In summer she had given diving exhibitions there. But never had she seen so many people either at the Inn or swarming over the countryside. In the distance, she could see the skimobile (far left), built for \$125,000, rising a mile high on Cranmore Mountain. From its peak, expert skiers dropped like swallows. Near its foot, beginners stumbled and spilled. In little groups over the whole mountainside, ambitious skiers gathered for instruction by Hannes Schneider, Benno Rybizka, Tom Matt and other former teachers of the Austrian Arlberg school.

Audrey was amazed at all these big goings on. She was more and more anxious to try out her skis. What happened when she did put them on is shown below.



Dressed for skiing, they get off at North Conway. Later, Audrey discovered her woolen underwear was on backwards.



In front of Eastern Slope Inn, they get into sled pulled by a dog team. The Inn is too expensive for most weekend skiers.



On skis for first time, Audrey is nervous and walks very slowly. Peter, laughing, tries to show her how to herringbone.



On ski tow, Audrey has good sense of balance for a beginner. Soon she rode up without crossing skis or falling forward.



Down first hill, she starts in position never taught by Schneider. Right: Boom! She falls with a thud with skis twisted.





## "PLUTO Had Me on Ice in Just ONE HOUR!"



**HUSBY:** For the last time—NO! What fun could I have being like this? And I don't tell me to take a good drive. You know that always upsets me for hours afterwards.

**FRIEND WIFE:** Please—pretty please—do as I say.



**F.W. Doctor Black says Pluto Water causes a thorough cleansing of the system and is usually within an hour and you're free as a bird again. So drink it down like a good boy.**



**F.W. Pluto in my life is a curse!**

**HUSBY:** When I see you as a cat, Pluto is with me. You old cat has certainly rubbed me down a good one. I'll tell his terror.

Get Pluto Water at your drug store today for real one-hour relief whenever you need a native. Twelves, 5c and 50c, also Pluto Highball 10c at all soda fountains and bars.

## PLUTO Water

From Famous French Lick Springs

WHEN NATURE WON'T... PLUTO WILL!

**TIRED? RUNDOWN? Take a Health Holiday at  
Famous FRENCH LICK SPRINGS**

Home of Pluto Water



Amazingly low rate gives you meals, room with bath, daily health bath, recreational privileges, and famous Pluto Water at its source. For a limited time only. Write today for details.

**7 DAYS  
\$49<sup>00</sup>**

**FRENCH LICK SPRINGS HOTEL**  
FRENCH LICK, IND. • T. D. TAGGART, Pres.

Served by the Macon and Baltimore & Ohio Railroads

## Spring Weekend



Whole line of skiers was pitched into snow when Audrey took a spill. Her skis got tangled with Peter's, dragged him to ground. They jerked rope downward and up—



A rough and tumble snow fight occurs between Peter and Audrey. She had poured handfuls of snow down back of his neck when he kidded her about her spills on skis.





set skiers behind them. This tow rope goes up part of Cranmore Mountain. Audrey likes to climb to high places, thinks it will give her more nerve on the springboard.



Squinting and grimacing, Audrey tries to shake the wet mushed snow from her face. She is afraid that her hair will be stringy for that night's "skitillion" in Jackson.

7 words...no more...no less...



*Famous* **OLD FORESTER**  
America's "Guest Whisky" Since 1870

BROWN-FORMAN DISTILLERY COMPANY, INCORPORATED  
At Louisville in Kentucky, Since 1870



*Head over heels in flashing fabrics*



Set your feet a-twinkle with new potent-bright twills. Elasticized to sleekly clasp a slender instep. Spring elegance by Walk-Over made divinely easy! Low-heels or "half-heels" to waft you on your way. Walk-Over fashions \$6.95 up. Slightly higher West. Geo. E. Keith Company, Brockton, Massachusetts.

**WALK-OVER**

## WAKE UP YOUR LIVER BILE— WITHOUT CALOMEL

—And You'll Jump Out of Bed in the Morning Rarin' to Go



The liver should pour out two pints of bile into the food you swallow every day. If this bile is not flowing, your food may not digest. You get constipated. You feel sour, watery and the world looks gray.

It takes those good old Carter's Little Liver Pills to get things working again. They are made to make you feel "up and up." They are a making life flow freely. For a FREE trial, send 3 of Carter's Little Liver Pills and your name and address on a penny postcard to Carter's, 333 West 41st Street, New York City. Or ask for Carter's Little Liver Pills by name, 10¢ and 25¢, wherever you buy anything else.

LIFE is constantly on the lookout for better pictures to the Editors. Amateurs should submit contributions to:

Contributions Editor  
**LIFE**

Time and Life Building  
Rockefeller Center New York City

**BREAK A DISH?**



**MEND IT! LEAVES AN INVISIBLE JOINT, GUARANTEED TO STAND BOILING WATER!**

TESTOR CEMENT CO., ROCKFORD, ILL. 10¢

ACCOMMODATED BY THE MARLIN

**Marlin 20 250**

**BLADES**

DOUBLE EDGE

**FINEST BLADES MONEY CAN BUY —OR YOUR MONEY BACK!**

SINGLE EDGE 15 to 25¢

GUARANTEED BY THE MARLIN FIREARMS CO. NEW HAVEN, CONN.

ADVERTISED IN  
**LIFE**

### A MARK OF IDENTITY

For your convenience... this mark of identity in a store quickly calls attention to LIFE-advertised products.

## SKIN ITCHY?

RELIEVE the nagging torment and quickly soothe tender, irritated parts with comforting, effectively medicated,

**RESINOL**

## PICTURES TO THE EDITORS

### DANCING CLASS

Sirs.

The University of Omaha, noted for its dancing classes, has a group of 120 students studying folk dances under the direction of Miss Ruth Diamond.

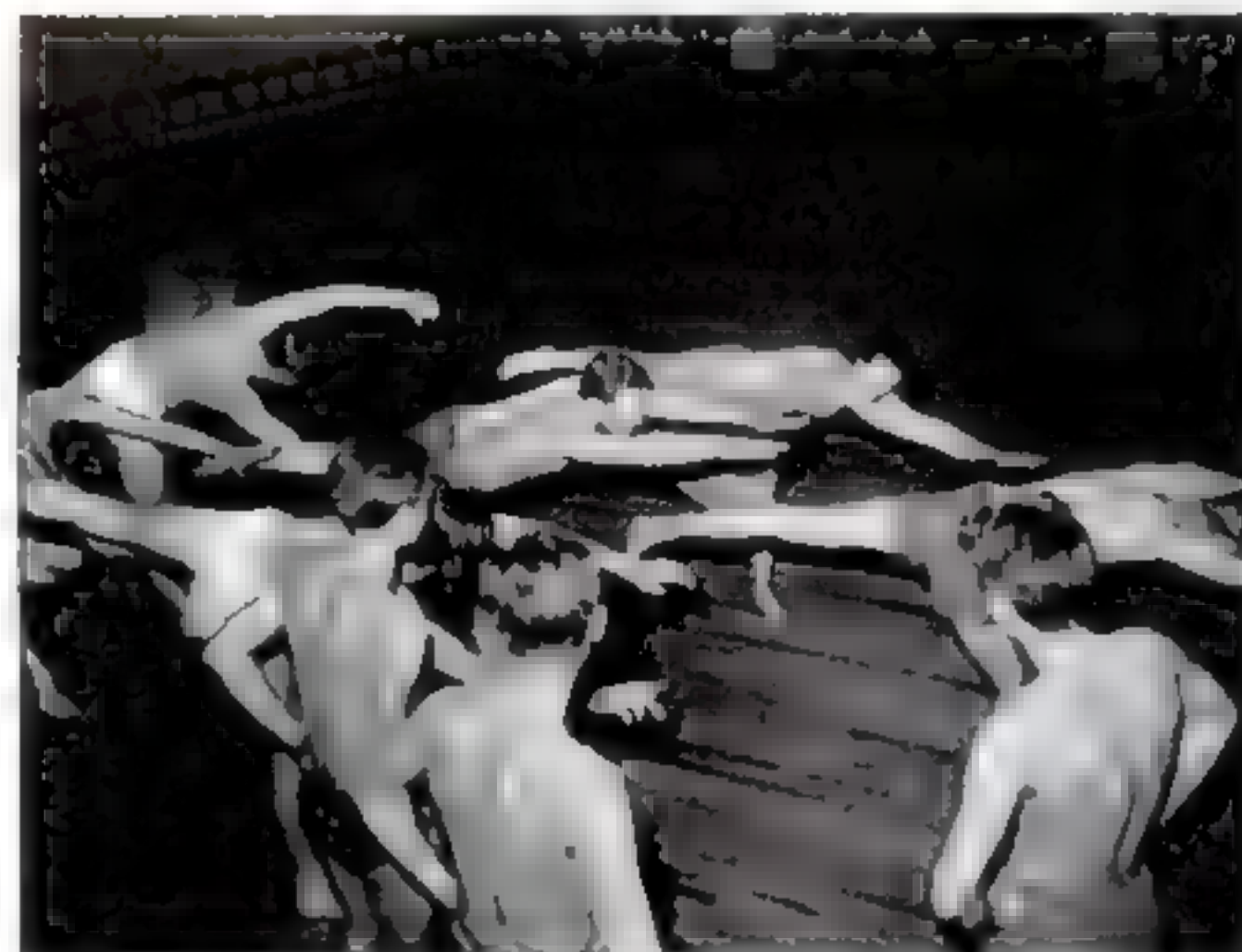
Before the students are taught the steps of folk dances, they are given these exercises to make their bodies flexible.

Classes begin with warming-up exercises done to the tempo of fast music. Students learn to keep their balance by standing on one leg while the other leg

and both arms are stretched out in opposite directions (*directly below*). Another exercise consists of leaping and then making a quick turn (*below, center*). Until it was discovered that the men students bruised too easily, this exercise was followed by falling over backwards. Girl students, however, still practice falling over backwards without ill effect.

Sometimes, at end of their exercises, the students invent their own dances, like the "Negro Spiritual" (*bottom*).

E. K. LANGEVIN  
Omaha World-Herald



MISS DIAMOND TEACHES BOYS HOW TO KEEP THEIR BALANCE ON ONE LEG



BOYS LEAP AND TURN QUICKLY IN MID-AIR IN A WARMING-UP EXERCISE



WITH ARMS RAISED TO SHOW SUPPLICATION, MEN DANCE "NEGRO SPIRITUAL"





MOST DIFFICULT EXERCISE IS THIS BIG JUMP CALLED "HIGH ELEVATION"



THE "HURDLE LEAP" TEACHES STUDENTS FLEXIBILITY AND CO-ORDINATION



TEACHER SHOWS HOW TO PLACE LEGS AT RIGHT ANGLES TO EACH OTHER



**THE BOSS**

THE BOSS  
SURE CAN GET  
A FELLOW  
**RATTLED!**

THAT "CALL-DOWN" MADE BEADS OF PERSPIRATION  
STAND OUT ON CARL—FOLLOWED BY

**NERVOUS  
B.O.** (NERVOUS  
BODY  
ODOR)

LATER ↓



**SCIENCE** tells you **WHY** . . . nervousness or

strong feelings cause your sweat glands to act, especially those of the under-arm, palms, soles of your feet, and other places. Out comes nervous perspiration. "Nervous B.O." follows unless proper precautions have been taken. So change to Lifebuoy Health Soap to avoid offending. It's *different*. Lifebuoy's mild lather contains an exclusive *deodorizing* ingredient not in any other popular toilet soap. You are safe hours longer from "B.O." whether due to nervousness — or heat, exercise, work. When time is short, take a Lifebuoy "quickie" — hands, under arms, and feet. More folks like Lifebuoy than any other bath soap.

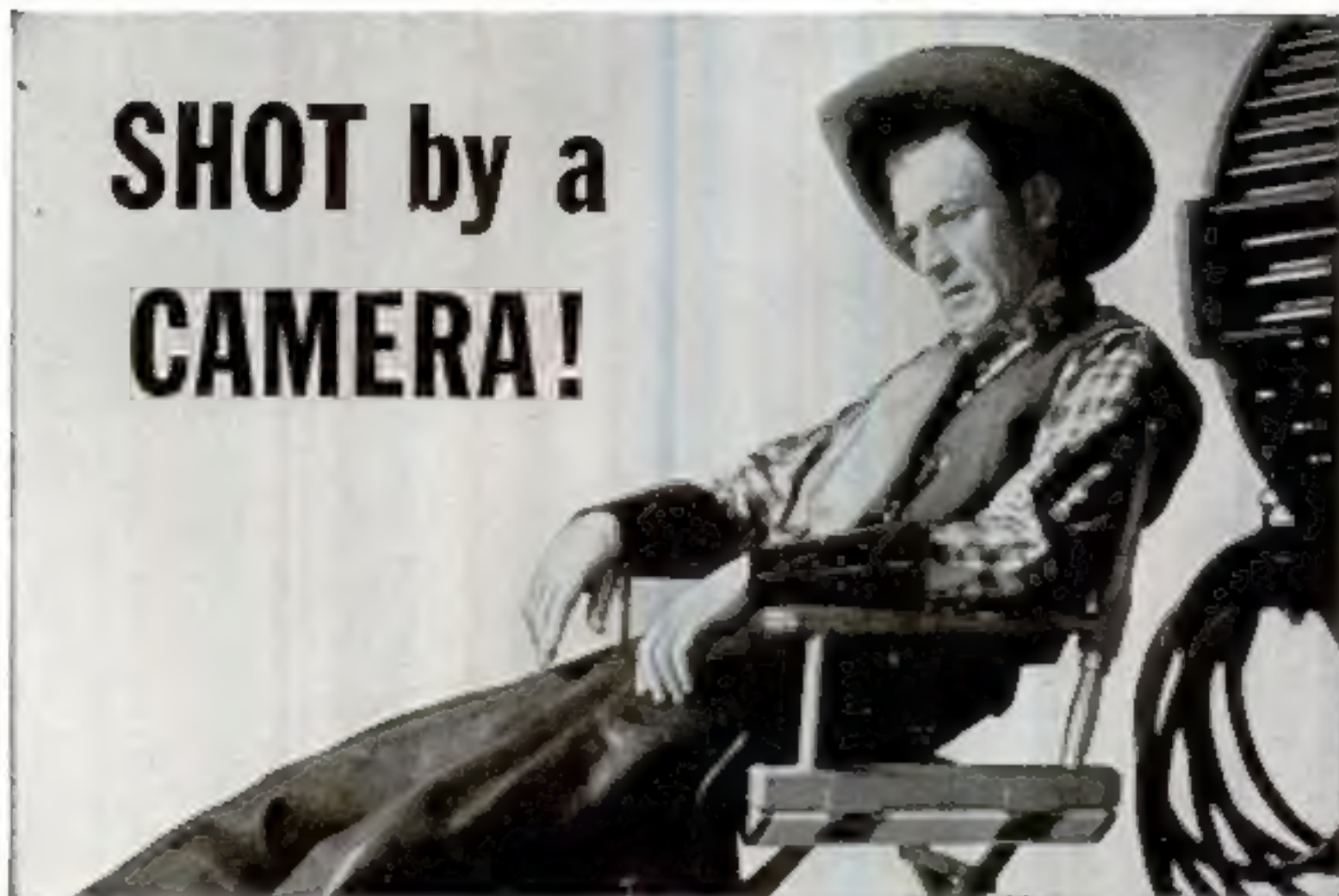


**LIFEBUOY HEALTH SOAP**

ITS CRISP ODOR GOES IN A JIFFY—ITS PROTECTION LASTS AND LASTS



# SHOT by a CAMERA!



Hollywood cameras catch only the glamour...never the star when the glitter is dimmed! Yet after a day of rehearsals and retakes, actors and their directors are played out. To see if Knox Gelatine could fight this fatigue, 8 directors and actors on Hollywood's big sets volunteered to drink Knox Gelatine for 28 days.

75%  
FEEL LESS  
TIRED



For 28 days, these 8 Hollywood men drank Knox. Three of them found Knox markedly postponed fatigue; 3 said Knox noticeably helped lessen that tired feeling; 2 were not certain of results.

KNOX  
REGULARLY FOR  
62%



Checking after the test was over showed that five directors and actors were definitely going to continue drinking Knox regularly...because Knox cut down fatigue! 2 others felt sure they would go ahead with Knox; only 1 said he was stopping.

STUDIOS  
78%  
FOR KNOX!



66 Hollywood electricians, actresses, make-up men, directors, photographers drank Knox for 28 days. 78% of both men and women found Knox increased endurance, helped postpone fatigue. Of the women drinking Knox in this test, 82% felt less tired...while 77% of the men said Knox gave extra drive!

COLLEGES  
PROVE  
IT!



Physiologists of eminent colleges report that clinical experiments on Knox Gelatine prove that Knox frequently more than doubles endurance for both men and women.

**TIRED?** Why be tired? And why force yourself with temporary stimulants? The better way is to build up your endurance. This is now very simple...thanks to this amazing discovery. Just take 4 envelopes of Knox Gelatine every day for 2 weeks, then 2 envelopes a day for 2 weeks. After that, take as required.

The secret is to drink Knox Gelatine regularly. Keep a supply in your bathroom. Take in the morning when you get up, again at night. And don't forget.

Cost? Less than a pack of cigarettes a day. Be sure to take plain, unflavored Knox Gelatine (U.S.P.) in Knox sanitary envelopes. Knox is the only gelatine proved to increase endurance. It is bacteriologically controlled to standards even higher than certified milk. Sealed in sani-

tary envelopes, protected until you use them. Buy the regular 4-envelope kitchen package, or the new money-saving 32-envelope package. At your grocer's. Or write the Knox Gelatine Co. Also send for new Bulletin E. Knox Gelatine, Johnstown, New York, Dept. 71.

**HOW TO DRINK** Knox Gelatine for endurance: Empty 1 envelope (1/4 pkg.) Knox Gelatine in glass 3/4 full of water or fruit juice, not iced. Let liquid absorb gelatine. Stir briskly and drink before it thickens.



**Fight Fatigue! Drink KNOX GELATINE**

## PICTURES TO THE EDITORS

(continued)

### COFFEE DRINKER

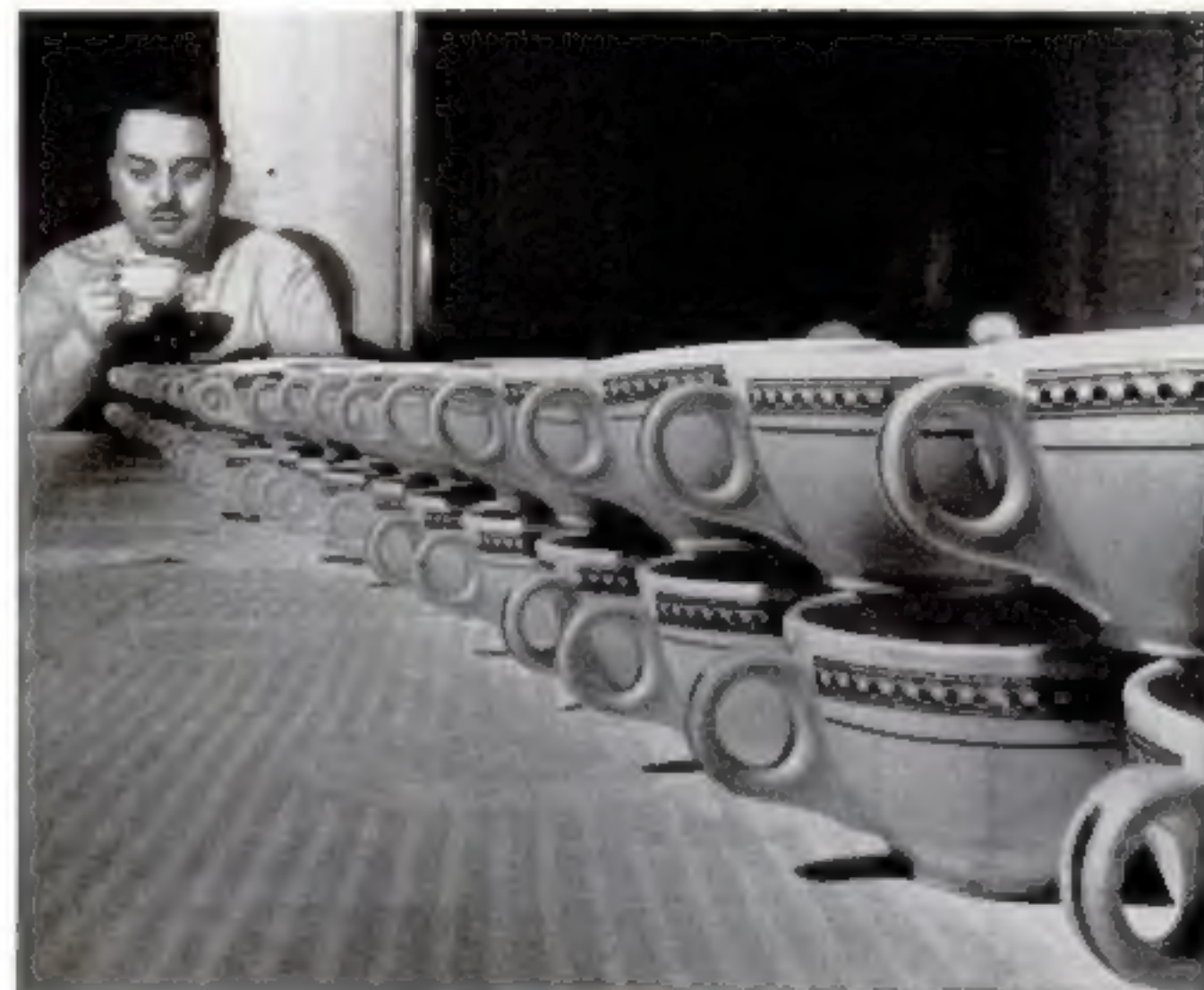
Sirs:

In a recent contest held at the Laurel-In-The-Pines in Lakewood, N. J., to determine the world's champion coffee drinker, Albert K. Goodman of Lake-

wood drank 88 cups of steaming hot coffee in 31:52 minutes and laid claim to being the world's quickest and biggest coffee drinker.

DAVID E. GREEN

New York, N.Y.



### "GINGER ROGERS"

Sirs:

On a trip through India last year, I visited the stables of the Maharajah of Jaipur. The Maharajah is a great movie fan and has named his newest polo pony "Ginger Rogers." Ginger is a reddish-

brown mare who appears to have quite a flirtatious look in her eye.

The groom is carrying a bunch of leaves. Visitors are supposed to take a handful to feed each horse in the stable.

ZEPHA SAMOILOFF

Corona Del Mar, Calif.



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**Bridge sandwiches that are different.** You can make these delicious sandwiches if you use rich, tender Dromedary Date-Nut Bread. Packed in tins, it is always fresh, moist—easy to slice thin and cut into fancy shapes. Try these popular fillings—cream cheese, plain or mixed with chopped peanuts; pimiento cheese; bananas mashed with a little lemon juice; stewed apricots; jelly, preserved fruits. Decorate tops with whipped cream, dates, nuts, etc.

• See Below •



**Your skill is in the package.** Here is the solution to fresh, home-baked gingerbread with the trouble left out. Just add water to a package of Dromedary Gingerbread Mix and bake. We guarantee you the most delicious old-fashioned gingerbread you have ever tasted. Compare it with the finest you can bake or buy. In addition to the large 8-serving package, you can now buy a small-family size which makes 4 generous servings.

• See Below •



**A meal in themselves**—these luncheon sandwiches, when you use Dromedary Date-Nut Bread. It's loaded with nuts and our own Dromedary Pasteurized Dates. Spread slices lavishly with any soft, mild cheese. Serve with a salad. For a quick, nourishing lunch for the children, spread hearty slices with peanut butter. Children like the cheese fillings, too, with a tart jelly added. For a delightful pudding, place can in boiling water 20 minutes and serve with your favorite sauce.

• See Below •



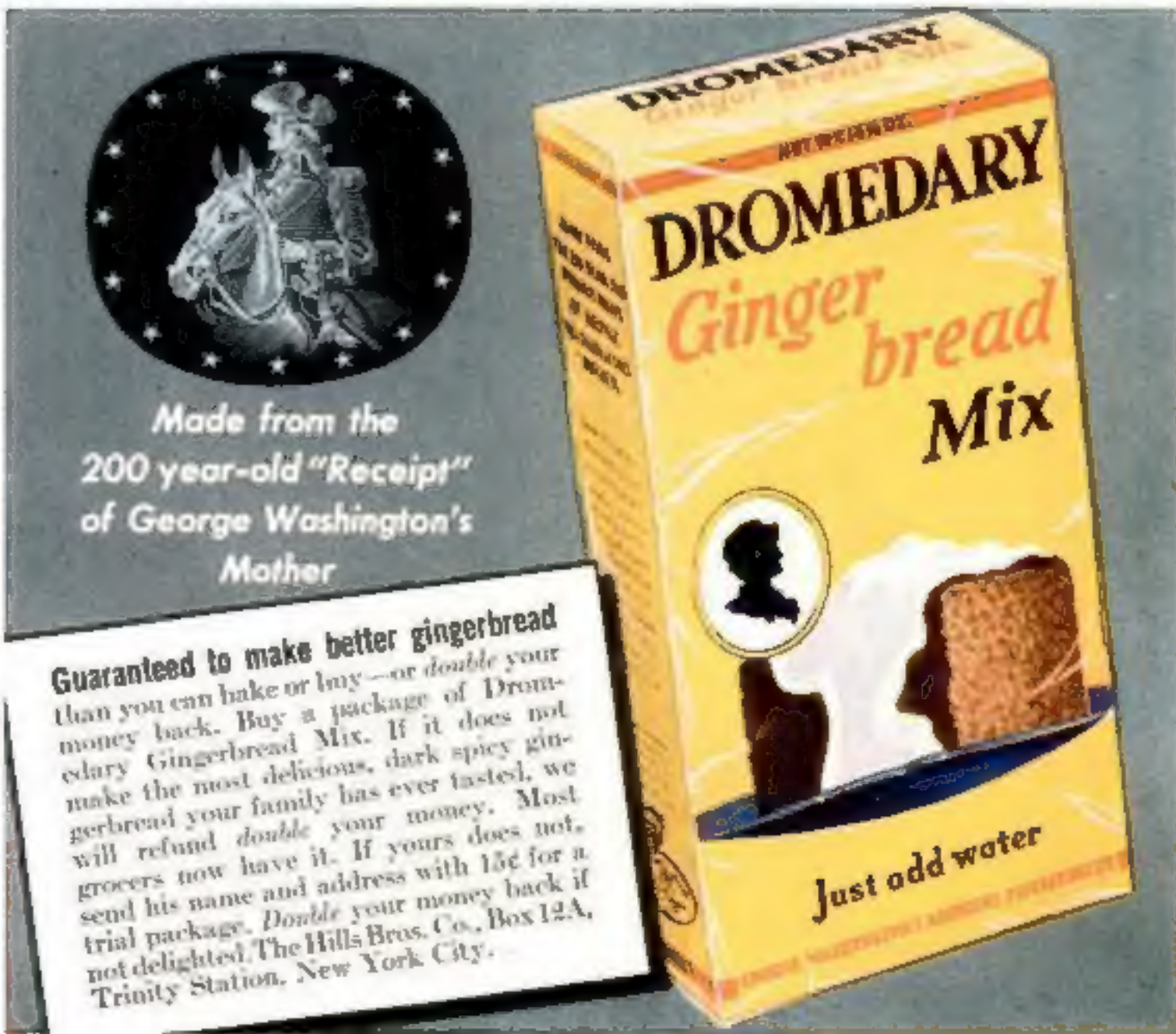
**Dromedary Banana Gingerbread Shortcake.** Add one cup of water to Dromedary Gingerbread Mix and bake. Split your cake in two layers, then, between and on top, be generous with whipped cream and sliced ripe bananas. It's as simple as that. Use canned apricots instead of bananas if you wish. Try Dromedary Gingerbread with ice cream, too, and with a chocolate sauce or a thick chocolate frosting.

• See Below •



**Be sure to try Dromedary Date-Nut Bread.** If your grocer cannot supply you, send his name and address and 15¢ for a trial can. Double your money back if not delighted.

**Important.** In making Dromedary Date-Nut Bread we use only our own Dromedary Pasteurized Dates. When buying dates, insist on pasteurized milk, just as you do pasteurized milk. Pasteurization ensures purity. Only Dromedary Dates give you this protection. The Hills Bros. Co., Box 12B, Trinity Station, New York City.



Made from the 200 year-old "Receipt" of George Washington's Mother

**Guaranteed to make better gingerbread** than you can bake or buy—or double your money back. Buy a package of Dromedary Gingerbread Mix. If it does not make the most delicious, dark spicy gingerbread your family has ever tasted, we will refund double your money. Most grocers now have it. If yours does not, send his name and address with 15¢ for a trial package. Double your money back if not delighted. The Hills Bros. Co., Box 12A, Trinity Station, New York City.

Just add water



# Makes a light lunch refreshing

Coca-Cola has the charm of purity. It is prepared with the finished art that comes from a lifetime of practice. Its delicious taste never loses the freshness of appeal that first delighted you...always bringing you a cool, clean sense of complete refreshment. Thirst asks nothing more.



COPYRIGHT 1940, THE COCA-COLA COMPANY

Your favorite soda fountain, your favorite sandwich, and America's favorite refreshment... ice-cold Coca-Cola. Quick-as-a-wink you're refreshed and on your way. That's why you hear so many busy people at lunch saying: "and a Coca-Cola." Try it yourself.

5¢



THE PAUSE THAT REFRESHES